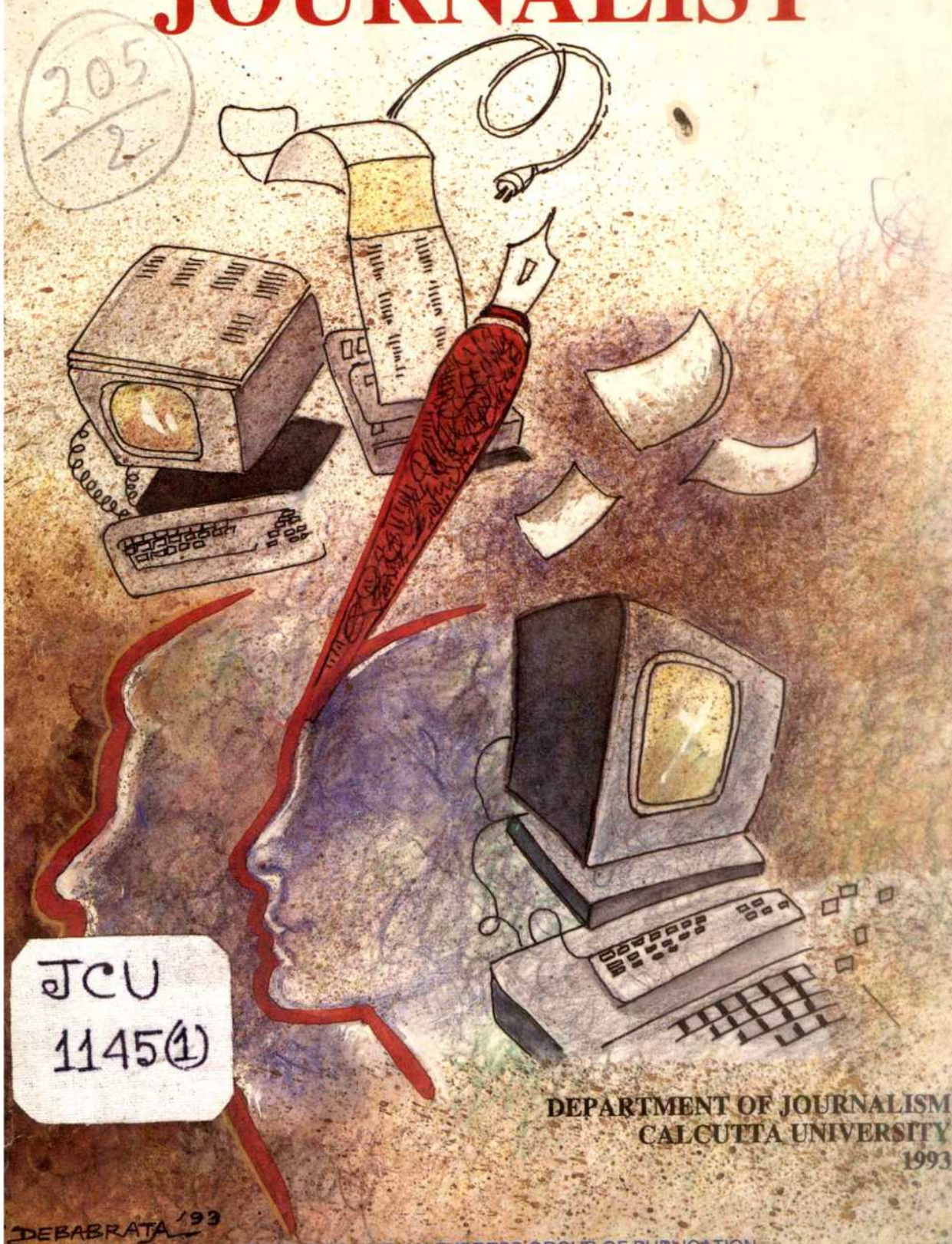


THE JOURNALIST



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CALCUTTA UNIVERSITY
1993

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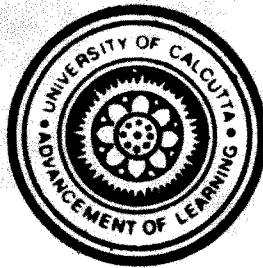
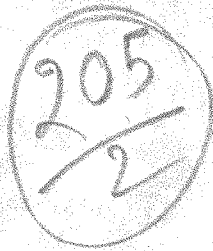
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FROM THE DESK OF THE EDITOR

JOURNALISM CONGRESS

The year 1950 will be remembered in the history of Journalism in Calcutta, for that was when the Journalism Department of Calcutta University was founded. Calcutta University was a pioneer in introducing the teaching of Journalism in India. It was a fascinating story. Eminent journalists, educationists and former members of Parliament initiated the course at Calcutta University.

Chapalakanta Bhattacharya, a veteran journalist, described the Department as an "educational centre of the highest order of excellence". He had to face stiff opposition from that section of the profession which insisted that 'journalists are born, not made'. Many of Chapalakanta Bhattacharya's students are now eminent journalists. So journalists aren't always born into the vocation, after all.

Sudhanshu Basu, the Editor of the Hindusthan Standard started the post graduate degree course in Journalism and under the guidance of Sunit Kumar Mukherjee, the M.A. course sought to develop a student's talent to the fullest extent.

The Master of Arts degree, various research projects and activities under D.S.A. programme of the University Grants Commission are monitored by the Department which extends its educational field well beyond the formal degree.

This is for the first time, Department of Journalism is organizing "Journalism Congress" which will be held on September 15,16,17, 1993 at Darbhanga Hall of Calcutta University. The programme of the Seminar will consist of Panel discussions and popular lectures by the eminent media personalities. After the seminar, there will be cultural programme in the Ashutosh centenary Hall. The subject of Journalism and Mass Communication happens to be an important subject of Research and Study by the journalists and social scientists of this country. Today, the journalists, the P.R. men and the Ad people need to have a meaningful interaction and the opinion of the media people would be highlighted in this Congress. All media people are invited to this Congress. The editors of the popular newspapers and the ad men of the different organisations will give their valued opinions. The conclusions that would come out as a result of such interaction would be of a very novel nature that would provide new guidelines in the study of Journalism and Mass Communication of the country.

It is therefore, felt that a National Seminar like Journalism Congress is essential so that research and analysis carried out by the journalists, P.R. men and Ad people would be brought together on a common platform so as to evolve significant contributions of practical value for all the media people.

"The Journalist" the annual publication of the Department, is being published with various research oriented articles which have national and international value. The popular novel, treatise, short stories written by the Bengali journalists is also published in English. "The Journalist" will be distributed among delegates coming from India and abroad. It will also be mailed to a number of national and international media organisation and academic institutions.

Staffed by leading educationists and media professionals, our Department trains the media men of tomorrow in newspapers, periodicals, mass communication, broadcasting, advertising and public relations. Several "old boys" and "old girls" now hold key positions in media organisations, some of them have returned to their class rooms as teachers.

And September 17, 1993, is the day, when we will meet in the REUNION function of this Department. Reunion of Journalism Students is not just a nostalgia but is meant for closer interaction among students, ex-students and teachers.

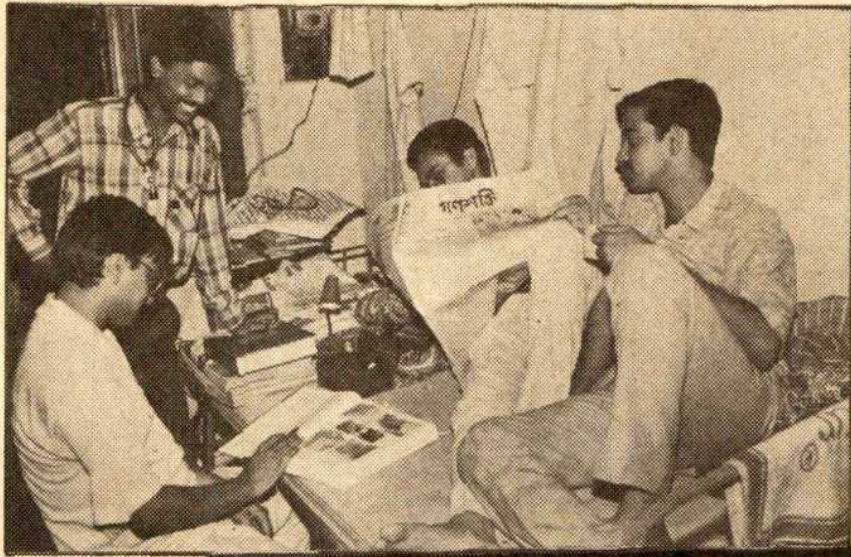
Therefore, THE JOURNALISM CONGRESS is the kind of interaction among the media people which will be a new step to the Journalists of tomorrow and we the organiser, that is, the Journalism Department is growing, and growing from strength to strength.

Thank you, all.

Tapati Basu.
5.9.93

(TAPATI BASU.)
Head of the Department,
Department of Journalism,
University of Calcutta.

গণশক্তি



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শেষ গৃহকোণ
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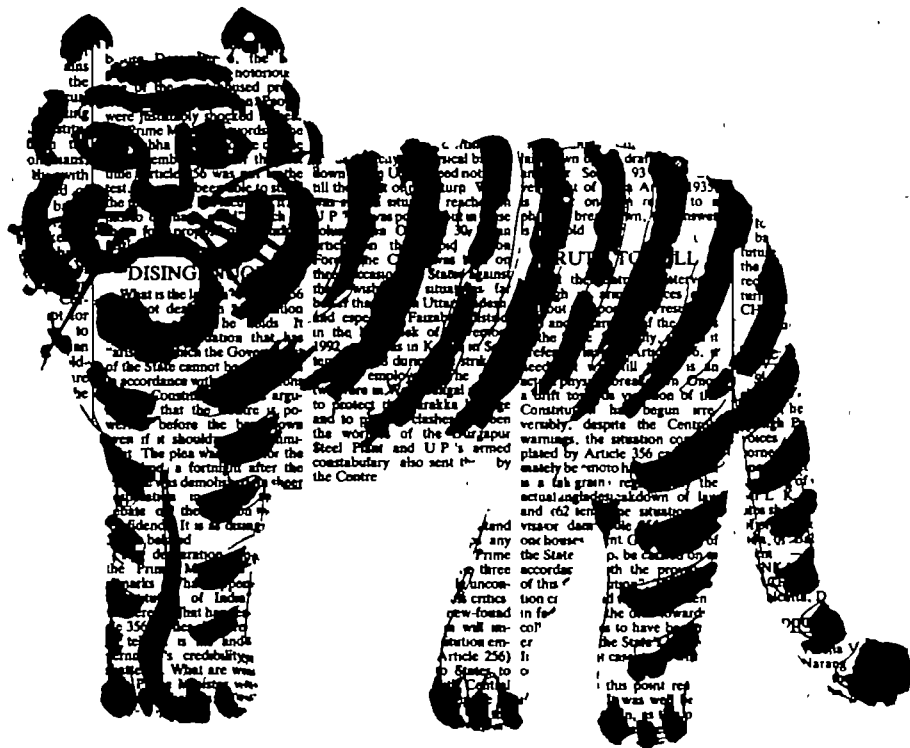
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JOURNALISM CONGRESS-1993

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সকাল

Freedom Of Information

Justice R. S. Sarkaria
Chairman, Press Council of India

The Concept

The desire to communicate, spread and share one's ideas, feelings and experiences with another is an innate impulse that springs eternal in every human being. Its motive force,- to use the words of Hocking,- is "the knowledge that what he gives, he keeps." This is also the rationale of the seminal message :

आ नो भद्राः क्रतवो यन्तु विश्वतः

(Let noble thoughts come to us from every side), given by Rig Veda, several millennia ago.

Freedom of speech and expression is the **Mool Mantra** of civilization. It was, therefore, but natural and proper that this basic right should find recognition in the United Nations Universal Declaration of Human Rights (1948), in these unequivocal terms:

"Article 19 -

"(1) Everyone shall have the right to freedom of opinion and expression, this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers". Clauses 1 and 2 of Article 19 of the International Covenant on Civil and Political Rights contain a similar pledge:

- i) Everyone shall have the right to hold opinions without interference.
- ii) Everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in form of art, or through any other media or his choice."

In 1978, the UNESCO Declaration clarified that "the exercise of freedom of opinion, expression and information" is recognised "an integral part of human rights and fundamental freedom."

In tune with the United Nations Declaration of 1948, *ibid*, the Preamble to the Constitution of India contains a solemn resolve of its people, to secure, **inter alia**, to all its citizens "Liberty of thought and expression." Consistently with the Preamble, Article 19 (1) (a) of the Constitution, guarantees to all citizens, "the freedom of speech and expression" as a Fundamental Right.

It is axiomatic that "freedom of speech and expression" (which includes the freedom of the Press/Media) is an essential pre-requisite for the health and smooth working of a democratic system of government. Democracy is a government by the people and for the people. In such a system, the people are the masters to whom the government is accountable. The citizens have, therefore, a right to know about the policies, programmes, shortcomings, lapses, performance and non-performance of their representatives and public-servants in all branches of the administration. A popular government- to recall the celebrated words of Madison- "without popular information, or the means of acquiring it, is but a prologue to a Farce or a Tragedy, or perhaps to both... And a people who mean to be their own governors, must arm themselves with the power which knowledge gives." Since this was written, the citizens' needs for information have increased manifold.

The emergence of welfare democratic state, after the Second World War, with its immensely proliferated responsibilities has brought in its wake ever-increasing growth in the needs of its citizens to know and be informed about the functioning of the government and its agencies. The revolutionary advances in Communication and Computer technology have fantastically enlarged the capacity to retrieve, store, process and transmit information with incredible speed on a world-wide scale. The impact of this 'information revolution', in social, political, economic and other spheres, on human perceptions and activities has been profound, inexorably transcending international frontiers. It has affected the conduct and management of public administration, defence, agriculture, industry, medicine, education, transport, etc., - to cite only a few.

However, this 'information revolution' is no unmixed blessing. It has also immeasurable potential for evil. The scientifically advanced states might, with the object of economic exploitation or political domination, withhold or distort the flow of secret information in their exclusive possession to the relatively weaker nations. This possible danger can be effectively warded off by the latter, if its citizens, also, are armed adequately and equipped with the requisite information or are, at least afforded the means of acquiring it, through intensive and extensive education and research.

Role of the Judiciary in evolving the 'right to know'

For the purpose of this paper, the issue to be kept in focus, is: Does our Constitution afford to its citizens the right and the means of access to information held by the Government and its agencies? To be more precise: Does Article 19(1) (a) of the Constitution give such a right to information?

It has been fairly settled by the pronouncements of the Supreme Court that the "freedom of speech and expression" as guaranteed by Article 19(1)(a), is a broad, multifaceted concept. It has therefore, to be interpreted not as static format, but in

a generous spirit as a dynamic process keeping pace with the growing needs and evolving notions of a participatory democracy committed to social welfare. Adopting such a conceptual approach, the apex court has in a series of decisions on a case-by-case basis, evolved the proposition that the Constitution gives to the citizens a 'right to know' i.e. a 'right of access to government-held information' subject, of course, to reasonable limitations.

U.P. State V. Rajnarain

Though some remarks indicative of this approach were made by Justice K. K. Mathew in two earlier cases, also, (namely, **Kesavanand Bharti Vs. State of Kerala** and **Bennett Coleman Vs. Union of India**), the first brick of the conceptual foundation of the 'right to know' was formally laid by him, in the case, **State of Uttar Pradesh Vs. Raj Narain : (1975) 4 SCC 420**. In this case, the respondent, election-petitioner had challenged the election of Prime Minister, Smt. Indira Gandhi, one of the grounds being that she had taken assistance of government servants. For this purpose, he applied to the Court to summon high officials of the State Government who appeared in Court but refused to produce the 'Instructions for the Protection of the Prime Minister', and the correspondence between the Government of the State and the Central Government, and between the Chief Minister and the Prime Minister relating to police arrangements for the meeting of the latter, on the ground of privilege under Section 123 of the Evidence Act since it was a matter relating to "affairs of State."

In his concurring judgment, the great judicial craftsman, (Justice Mathew) made these illuminating observations:

"The power reserved to the Court is a power to order production even though public interest is to some extent prejudicially affected. This amounts to a recognition that more than one aspect of public interest will have to be surveyed. The interests of government for which the minister speaks, do not exhaust the whole public interest. Another aspect of that interest is seen in the need for impartial administration of justice. It seems reasonable to assume that a court is better qualified than the minister to measure the importance of the public interest to the case before it. The court has to make an assessment of the relative claims of these different aspects of public interest."

The learned judge, further significantly observed:

"In a government of responsibility like ours, where all the agents of the public must be responsible for their conduct, there can be but few secrets. The people of this country have a right to know every public act, everything that is done in a public way, by their public functionaries. They are entitled to know the particulars of every public transaction in all its bearing. The right to know, which is derived from the concept of freedom of speech, though not absolute, is a factor which should make one wary, when secrecy is claimed for transactions which can, at any rate, have no repercussion on public security. To cover with veil of secrecy, the common routine business, is not in the interest of the public. Such secrecy, can seldom be legitimately desired. It is generally desired for the purpose of parties and politics or personal self-interest or bureaucratic routine. The responsibility of officials to explain and to justify their acts is the chief safeguard against oppression and corruption".

Raj Narain's case is a typical instance of how through a dynamic process of juristic activism the court has endeavoured to enlarge the social content and meaning of the constitutional text of the Fundamental Rights. Earlier, in his dissenting judgement in **Bennett Coleman V. Union of India (1972) 2 SCC 788**, Justice Mathew had remarked that the right to free speech is inclusive of "the right of the community to hear" and that "right" to free speech, includes "the right of the community to read and be informed." In **Kesavanand Bharti V. State of Kerala (1973) 4 SCC 225** (at page 895), also, a similar enunciation was made by this learned judge, that the freedom of the press "must now cover two sets of rights and not one." The method followed by him in arriving at such information can be best described in the words of the renowned jurist, Prof. Upendra Baxi, as follows:

"He (Mathew) proceeds to identify a need and then converts this need into a right or an aspect of a guaranteed right. Thus the need of the consumer to get adequate and uncontaminated "mental food" through the media is such "that he is under a duty to get it." The word "duty" is here used in an undifferentiated sense. In Holfeldian translation what is imparted here is a right of the consumer rather than his duty. The right to the freedom of press is thus inclusive not just of a right against the state but also of duties to the citizens. In another sense, the citizen is also under an obligation to participate intelligently in civic affairs, to acquire a civic competence. This is another distinct jural relation. Indeed, it is because of the duty that "his interest acquires the status of a right." (See Prof. Baxi's Introduction to the book: 'K. K. Mathew on Democracy, Equality and Freedom').

Justice V. R. Krishna Iyer's approach is similar.

A similar approach appears to have been adopted, by the eminent jurist, Justice V. R. Krishna Iyer, when, in his book: '**Freedom of Information**', he makes these observations:

".....a citizen has a duty to take part in the political and economical processes which shape his happiness and that of his fellowmen. Authority vested in those in the saddle demands accountability to the beneficiaries, viz. the people. This fiduciary dimension of power implies the ability of the beneficiaries to exercise control. This is the ethical essence of power and duty in a democracy. In this perspective to inform oneself about public affairs is not merely a right but truly a duty".

S. P. Gupta V. Union of India

The next judicial step in a spelling out a right to information from Article 19(1) (a) was taken by the apex court in **S. P. Gupta V. Union of India: 1981 Supp. SCC 87**. In that case one of the questions for determination before the Court was: Whether the Union of India was entitled to withhold disclosure of all correspondence between the Law Minister and the Chief Justice of India and the Chief Justice of High Courts of Delhi and Patna in connection with the non-appointment and

transfer of certain Judges. Answering this question in the negative, Justice P. N. Bhagwati made these pertinent observations:

Justice P. N. Bhagwati's View :

"No democratic government can survive without accountability and the basic postulate of accountability is that the people should have information about the functioning of the government... that an open society is the new democratic culture towards which every liberal democracy is moving and our society should be no exception. The concept of the open government is the direct emanation from the **right to know which seems to be implicit in the right of free speech and expression** guaranteed under Article 19(1) (a). Therefore, the disclosure of information in regard to the functioning of the government must be the rule, and secrecy an exception, justified only where the strictest requirement of public interest so demands". (Emphasis added).

Justice V. R. Krishna Iyer, in the same case observed that the right to express one's thoughts is meaningless if it is not accompanied by a related right to secure all information on matters of public concern from relevant public authorities.

Justice Venkataramaiah's observations in Indian Express Newspapers Vs. Union of India

In *Indian Express Newspaper V. The Union of India* (1985) SCR 641, Justice E. S. Venkataramaiah, expounded the same thesis, when after outlining the social purposes which 'freedom of expression' serves, he observed: "In sum, the fundamental principle involved here is the right to know".

It will not be out of place, to mention that three International Conferences on Press Councils and Similar Bodies, sponsored by UNESCO, held in the years 1985, 1989 and 1992- the last one at New Delhi- have unanimously declared: "Freedom of the press is recognised not simply as a freedom for journalists, editor or proprietors- but rather a right of all citizens to be informed on all matters of public interest". The Conference held at New Delhi in October, 1992, has incorporated this declaration in the Preamble of the **Constitution of World Association of Press Councils**.

L.I.C. Vs. Prof. Mani Bhai Shah :

In two recent cases, (*Life Insurance Corporation of India Vs. Prof. Manu Bhai Shah*, and *Union of India Vs. Cinemart Foundation*) disposed of by one judgment, dated July 22, 1992, (reported in (1992) 3 SCC 637), the Supreme Court further extended the right to the citizen being permitted to use the media run by the Government or by its instrumentalities, for answering the criticism levelled against the view propagated by him. Emphasising that freedom to air one's views is the lifeline of any democratic institution, the Court held (in the former case, *ibid*), that the refusal of the Life Insurance Corporation of India, a government undertaking, to publish in its house magazine, the rejoinder of the writ-petitioner Manu Bhai D. Shah, had violated his fundamental right. Though the decision in the *Life Insurance Corporation case* turns on its own peculiar facts (the most material of which was that LIC was an instrumentality of the 'State'), yet the broad principle on which it rests, equally obligates, as a matter of journalistic ethics, the editor of a newspaper/or journal owned and run by a private person or concern to publish the reply or rejoinder of the person whose conduct or views had received adverse notice or comment in its columns. Every right-legal or moral- carries with it a corresponding obligation. The rationale of the editor's obligation to publish the reply/rejoinder of the aggrieved person, follows as a necessary corollary from the axiom that the freedom of the Press (which is a part of the freedom of speech and expression), is not so much a right of the newspaper's publisher, reporter, or editor as of the public to know and be informed, from antagonistic sources, of all sides of an issue of public interest.

Cinemart Foundation Case

In the *Cinemart Foundation case*, *ibid*, the Supreme Court by adopting an expansive interpretation, added another dimension to "freedom of speech and expression", guaranteed by the Constitution. In that case, Mr. Tapan Bose, Managing Trustee of Cinemart Foundation had produced a documentary film on the Bhopal Gas Disaster, titled: "Beyond Genocide". The film was awarded the Golden Lotus, being the best non-feature film of 1987. At the time of presentation of the awards, the Central Minister of Information and Broadcasting made a declaration that the award-winning short films will be telecast on Doordarshan. Tapan Bose submitted for telecast his film to Doordarshan, but the latter refused to telecast the same on the ground: "The contents being outdated do not have relevance now for the telecast". Approach to the Minister, also, was of no avail. Tapan Bose filed a writ petition challenging the refusal on the ground of violation of his fundamental right under Article 19(1) (a) of the Constitution and for a mandamus to Doordarshan. The Respondent pleaded, *inter alia*, that the refusal was based on certain guidelines/norms or instructions issued by the Department. The High Court rejected the defence and allowed the writ petition.

On appeal by Doordarshan, the Supreme Court condensed the matter in controversy into two questions. (i) whether the film-maker had a fundamental right to have his film telecast on Doordarshan, and, (ii) if yes, whether Doordarshan has successfully shown that it was entitled to refuse telecast as the guidelines were breached. After observing in the prefatory part of the common judgment, viz., that the 'freedom of speech and expression' guaranteed by Article 19 (1) (a) must be broadly construed to include the right to propagate one's views through the print media or through any other communication channel e.g. the radio and the television, subject of course to reasonable restrictions permissible under Article 19(2); and, after a full discussion of the case law on the point, the Supreme Court held that "unquestionably the respondent (Tapan Bose) had a right to convey his perception of the gas disaster in Bhopal through the documentary film prepared by him". On the second question, the Court affirmed the opinion of the High Court that those guidelines were purely departmental/executive instructions or noting on the file, of a non-statutory character for internal guidance which cannot curtail the freedom conferred by Article 19(1) (a), and not being 'law', could not claim the protection of Article 19(2) of the Constitution.

Assuming that the right of access to Government held information is implicit in Article 19(1) (a), then also, like other fundamental freedoms, it is not absolute. The right as well as the co-related obligation of the government to disclose information, is subject to well-known exceptions acknowledged to protect injury to the State, or the welfare, peace and order of society. This is the rationale of Clause (2) of Article 19, which permits the State to impose *by law*, reasonable restrictions on the exercise of this right "in the interests of sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order, decency or morality or in relation to contempt of court, defamation or incitement to an offence".

It may be noted that Clause (2) is substantially similar to what the European Convention on Human Rights says in regard to permissible restrictions: "The exercise of these freedoms, since it carries with it duties and responsibilities, may be subject to such formalities, conditions, restrictions or penalties as are prescribed by law and are necessary in a democratic society, in the interest of national security, territorial integrity or public safety, for the prevention of disorder or crime, for the protection of health or morals, for the protection of the reputation or rights of others, for preventing the disclosure of information received in confidence, or for maintaining the authority and impartiality of the Judiciary."

The United Nations Declaration of 1948 had a catalytic effect on movements for 'open' government, world over. Many democratic countries have taken legislative action to give its citizens a right of access to information in the possession of the government and its agencies. U.S.A. passed the Freedom of Information Act, 1966, which was extensively amended in 1974, again in 1976 and 1983. Canada enacted Access to Information Act in 1982. Australia and New Zealand also passed similar legislations in 1982 and 1983, respectively.

A survey of freedom-of-information laws passed in various countries would reveal that the right of access to information conferred thereby on the citizens is not unfettered. It is subject to several exemptions/exceptions indicated in broad terms. Generally, the exemptions/exceptions under those laws entitle the government to withhold information relating to the following matters:

1. International relations;
2. National Security (including defence) and public safety;
3. Investigation, detection and prevention of crime;
4. Internal deliberations of the government;
5. Information received in confidence from a source outside the government;
6. Information, which, if disclosed, would violate the privacy of individual;
7. Information of an economic nature, (including Trade Secrets) which, if disclosed, would confer an unfair advantage on some person or concern, or, subject some person or government to an unfair disadvantage;
8. Information which is subject to a claim of legal professional privilege, e.g. communication between a legal adviser and the client; between a physician and the patient;
9. Information about scientific discoveries.

Most of these exemptions are broadly similar or incidental to the ground of permissible restrictions provided for in the Constitution or in other extant Indian statutes, which are in tune with it. However, certain antiquated laws having their genesis in the 19th Century, are still in force. Some aspects of these laws ill-conport with the spirit and letter of the Constitution and the democratic way of life to which India stands solemnly committed. The most draconian of these laws which has been characterised by eminent critics as an 'anachronism' or 'profanity', is that contained in Section 5 and other allied provisions of the Official Secrets Act, 1923. Section 5 of the Official Secrets Act, 1923 is an omnibus catch-all provision. What is prohibited by this Section with penal sanctions is not limited to disclosure of military secrets or information concerning the security of the State. Prima facie, it covers even a case where unauthorised disclosure relates to a document or information which is not a 'classified' one. Section 5 is the chief target of public criticism. If the public demand for its repeal or reform has not built up to an irresistible crescendo, it may be due to the fact that prosecutions for an offence under it, have been few and far between, and occasions of its abuse for testing its constitutional validity in a direct and pointed way in the Supreme Court, have not arisen.

The Second Press Commission (1982) and the Press Council of India in 1981, and again, on a reference made by the Government of India, in 1990, expressed the view that Section 5 and its allied provisions should be repealed and substituted by other provisions (suggested by it) which will, consistently with the needs of national security and protection of the vital interests of the State, reduce to the minimum restrictions on the right of the people to have access to information concerning the affairs of the State.

British Official Secrets Act 1989

Section 5 of the Indian Official Secrets Act, 1923 is a replica of Section 2 of the British Official Secrets Act, 1911. Recently, Britain has replaced that Section by a new Official Secrets Act, 1989 which has limited the protection with criminal sanctions to six classes of Information. Excepting in the case of serving and former members of security and Intelligence Services, only that disclosure of information relating to the six specified categories, will be culpable under the new Act, which is likely to cause harm or damage. Tests for determination of harm have also been laid down. In view of these positive features, the British Act of 1989 marks a great advance towards 'open' government. To sum up, the Act has several positive and some negative features. On the positive side, its salient features which considerably liberalise public access to official information, are:

1. It has limited the protection with criminal sanctions, to the six classes or heads of information.
2. It has further limited the ambit of these classes or heads, by defining them in a, more or less, restrictive manner.

3. Excepting the case of members of Security and Intelligence Services and others connected with them, specific tests of harm from unauthorised disclosure, regarding the other 5 classes or heads, have been prescribed. These tests will facilitate determination by the courts of the harm or likelihood of damage resulting from unauthorised disclosure. The determination of such harm or its likelihood and substituting for it, Ministerial Certificate as conclusive proof of the fact, as suggested by the Franks Committee, has been abandoned.
4. As a safeguard against misuse of this criminal law, it has been provided in Section 9(1) that subject to sub-section (2), no prosecution for an offence under the Act, shall be instituted except by or with the consent of the Attorney General. Sub-section (2), lays down that in the case of an offence under Section 4(2), no prosecution shall be instituted except by or with the consent of the Director of Public Prosecutions.

But it has retrograde aspects, also. It has introduced a new doctrine of life-long confidentiality. It imposes a blanket life-long ban with criminal sanction, on the serving and former members of the Intelligence Services, never to disclose any information relating to intelligence; within their knowledge. It does not give to a person prosecuted under this Act the benefit of the defence that the disclosure was made by him in the public interest. Castigating these negative features of the Act, Sir Edward Heath, a former British Prime Minister, said "that the ghost of Peter Wright has haunted this legislation from conception to conclusion."

'Spycatcher' case

The retrogressive aspect of the British Secrets Act, 1989 stands exemplified by the case of Peter Wright who was a member of the British Intelligence Service. After his retirement from service, he settled in USA, where he published his memoirs in the form of book titled: "Spycatcher". The book detailed the working of the Counter-Intelligence Service. The book was banned in Britain. *The Sunday Times* and *The Independent* published the first instalment of a serialisation of *Spycatcher* in July 1987, first before the book went on sale in the United States and while temporary injunctions restraining two other newspapers, *The Observer* and *The Guardian* from reporting its contents were still in force. *The Sunday Times* was not a party to the case in which the ban orders were issued. Nevertheless, a Single Judge of the High Court ruled that both these newspapers, *The Sunday Times* and *The Independent* were in contempt for violating the ban and fined them. *The Sunday Times* and *The Independent* appealed to the Court of Appeal which, in February 1990, while remitting the fine, upheld the contempt finding on the *ratio decidendi* that a court injunction against named newspapers is binding on all others even though they were not parties to the original action. Further appeal preferred by *The Sunday Times* was dismissed by the House of Lords. *The Sunday Times* and *The Independent* appealed against that decision to the European Court of Human Rights.

European court's decision

By its decision, dated 26th November, 1991, the European Court of Human Rights partly allowed the appeal. It held that there had been a violation of Article 10 of the European Convention for the Protection of Human Rights and Fundamental Freedoms (1953) in respect of temporary sanctions imposed on the applicants for the period from July 11, 1986 to October 13, 1988, because there was no justification for the continuation of injunctions preventing newspapers from purveying information on a matter of legitimate public concern, after the publication of that information elsewhere. The European Court reiterated the major principles relevant to the issue, which are in *pari materia* with those adopted by the Supreme Court of India in interpreting the 'freedom of speech and expression' guaranteed by the Constitution. Of them, those which are of special significance in the context of Press Freedom, may be quoted as under:

"(a) Freedom of expression constituted one of the essential foundations of a democratic society and was as applicable to ideas which offended, shocked or disturbed as to those which were inoffensive. The exceptions to the freedom had to be narrowly interpreted and the necessity for any restrictions had to be convincingly established.

(b) Those principles were of particular importance as far as the Press was concerned. While it must not overstep the bounds set, inter alia, in the interest of national security or for maintaining the authority of the judiciary, it was nevertheless incumbent on it to impart information and ideas on matters of public interest.

"Not only did the Press have the task of imparting such information and ideas: the public also had a right to receive them. Were it otherwise the Press would be unable to play its vital role of public watchdog.

"For the avoidance of doubt, Article 10 did not in terms prohibit the imposition of prior restraints on publication, as such. On the other hand, the dangers inherent in prior restraints were such that they called for the most careful scrutiny on the part of the Court."

"This was especially so as far as the Press was concerned for, news was a perishable commodity and to delay its publication even for a short period might well deprive it of all its value and interest."

There are certain other areas to which public right to government-held information does not extend.

Debates and Issues

Seminars and discussions held in various fora and the media, mostly in 1990, all stressed the necessity of securing to the citizens, through legislative changes, a general right of access to government-held information. But there were variations in approach, perception, priorities and methods of achieving that object and tackling the related issues, namely: (i) Whether it is necessary to amend the Constitution to secure the right to information, (ii) Whether the object of securing this right can be adequately achieved by amending, revising or repealing the whole or part of the Official Secrets Act, 1923 and similar laws, such as, those contained in Sections 123, 124, Evidence Act, Post and Telegraph Act, Customs Act etc.? If so, to what extent the amendments of the Official Secrets Act, 1923, can be modelled after the British Official Secrets Act, 1989? (iii) If the object cannot be adequately achieved, whether it is necessary to enact simultaneously a Freedom of Information Act. If so, what model, if any, should be adopted for that purpose?

As regards issue (1), the preponderant view held by eminent jurists, scholars and knowledgeable persons is that the right of

access to government-held information is included in the fundamental 'freedom of speech and expression' guaranteed by Article 19(1) (a) of the Constitution of India. This view receives support from the observations of the Supreme Court, reiterated in several decisions and is, therefore, entitled to respect. The most pertinent of these pronouncements have been noticed above. It is, therefore, respectfully submitted that there is no pressing necessity to amend the Constitution for securing to the citizens a right to information. This right, to my mind, is comprehended by the freedom of speech and expression guaranteed under Article 19 (1) (a) of the Constitution.

Regarding No. (ii). India stands committed to 'Open Government'. The antiquated Official Secrets Act, particularly its Section 5 and other allied provisions need repeal and replacement by far more liberal provisions which would bring it in tune with Article 19(1) (a) and (2). Perhaps, it will be useful to adopt, with necessary changes and adaptations to peculiar Indian conditions, those provisions of the British Official Secrets Act, 1989- minus its regressive features- which represent a substantial advance towards open government and freedom of access to information. Several archaic provisions contained in other statutes such as those contained in Sections 123 and 124 of the Evidence Act will accordingly need suitable revision, replacement or repeal.

Regarding No. (iii) : If suggestions relating to issue (ii) are adopted, there will remain no imperative exigency of enacting a Right to Information Act on the lines of American FOIA. There is need for caution in taking up such legislation. All is not well with the working of the FOIA. It has been misused and subverted by anti-socials for pernicious purposes. In this context, the observations of Mr. Justice H. R. Khanna, an eminent jurist and a former Judge of the apex court, (Vide his article in *Hindustan Times*, May 2, 1990), are pertinent;

"Though provisions of the Act were used more often by business organisations seeking information regarding their competitors, criminals also made frequent use of those provisions with a view to securing information from law enforcement files about those who incriminated them. They also used it to try to avoid prosecution. The Director of Federal Bureau of Investigation in a lengthy testimony before the Congress recited numerous examples of the perverse effects of the use of the provisions of the Act. The Drug Enforcement Administration also reported many cases of its investigations having been aborted because of information derived by those violating the provisions of the Food and Drug Administrative Law. The New York Bar Association in 1979, bemoaned the fact that the provisions of the Act were used as a *carte blanche* for unrestricted access to otherwise non-public information submitted by private citizens and businesses. It pointed out that ever-increasing plenitude of reports and information from the private sector has made the Federal Government's files a virtual treasury of valuable and sensitive information about private citizens and businesses."

The aforesaid issues/proposals for legislative reforms were also considered by the Press Council of India on a reference made to it in March 1990 by the Central Government. The views/comments of the Press Council were communicated to the Government in July, 1990. They will be found printed on pages 323-334 of PCI's 12th Annual Report.

So far, no further action has been taken for bringing out the proposed legislative changes. Be that as it may, much can be done in that direction through executive action.

There is vast scope for allowing freedom of access to government-held information even within the frame-work of the antiquated Official Secrets Act, only if the hide-bound bureaucrats allow it with due discretion, reasonably exercised in tune with evolving notions of open government. There is a rule of "practice" (?) that after 35 years of an event having happened, the reports and official documents relating thereto should be handed over to the National Archives by the Government. But according to a report appearing in the *Indian Express* edition of 12.5.1992, even 'Transfer of Power Papers' of 1947 are still lying in the secret consigns of the Home Ministry. This attitude of the bureaucrats to hold fast to secrecy, blindly, was recently disapproved even by the Prime Minister, Shri P. V. Narasimha Rao when on 5.11.1992, he urged the senior secretaries of the Government, in a meeting, to change the old ways of dealing with the Press and ensure free flow of information on the Government's policies and all that was being done to implement them. The Prime Minister stressed that he was committed to open government and recognise the right of the Press of access to relevant information.

Role of the Electronic Media

Before I conclude, I may say a few words about the role of the electronic media to promote freedom of information.

The revolutionary advance in communication technology has made the free flow of information across international frontiers an inexorably accomplished fact. Cable television has invaded India in a big way. It is catering particularly to the middle-class homes. Dish antennas are mushrooming on house-tops. It is no longer possible, nor desirable, to stop trans-border flow of electro-magnetic waves transmitting information and entertainment via satellite.

While most countries in Asia are not freely allowing the use of satellite-linked cable television, India is more liberal in this regard. Like the freedom of the Press, freedom of this electronic media, also, is not an absolute right. If abused, it is capable of doing a good deal of mischief. It is, therefore, necessary to evolve a regulatory mechanism to safeguard this media from degenerating into an unbridled license. Since cable T.V. has an international dimension beyond the territorial jurisdiction of India, a functionally independent, regulatory body has to be established on statutory basis. This will necessitate revision or extensive amendment, among other laws, of the anachronistic Indian Telegraph Act of 1885. Censorship norms also need to review to enable them to keep pace with the changing attitude, tastes and environment. But all these changes have to stand the test of reason and to remain within the permissible limits indicated in Article 19 (2) of the Constitution of India and Article 19 of the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights, 1966. The supreme guide or polar star for all these reforms or regulatory changes in the context of freedom of information; must be the inimitable message of Mahatma Gandhi: "I do not want my house to be walled in on all sides and my windows to be stuffed. I want cultures of all the lands to be blown about my house as freely as possible, but refuse to be blown off my feet by any of them".

A name is a name

By **Sunit Kumar Mukherjee**
Former Head, Department of Journalism,
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ONE wonders if others are as fussy or sensitive about names as the Bengalees are. For, the moment a child is born in a family, relatives, friends and neighbours start suggesting names to christen the new born. There was a time when even the great Rabindranath used to be approached by young parents themselves or by elders in the family to be good and gracious enough to suggest suitable names for the child. Not that he could oblige all, though a good many he did, and it may be interesting if one took stock of the names that the poet had suggested for many, a number of whom must be jolly well alive today and be kicking too. The tradition very well continues and even today, writers, poets and even journalists are quite often approached to suggest names for a new born baby.

Fashions vary and so do names, for what was once considered to be modern and artistic soon started losing its charm and appeal. And names like **Birendrabijaya** or **Mahendrapratap** or **Bhujangabhusan**, despite being mouthful and highly masculine, could no longer find favour with the next generation and became rather obsolete... may be the possessors of those names were much more virile and manly than those who had superseded them. Shorter names like **Amit**, **Aveek** or **Malay** gained popularity while quite a few to prove how catholic they were, had gladly introduced such names as **Siraj** or **George** and even **Lenin**, **Washington** or **Tito** in the family.

As far as women are concerned, the canvas has been even more far-flung and wide. Some of the beautiful names carried by women have come from Sanskrit literature, viz., **Shakuntala**, **Anasuya**, **Patralekha**, **Madalasa**, **Ujjaini**, to name a few, while here too, the trend to go for shorter names like **Mala** or **Paula** or even **Piu** or **Mou** indicated the varied mood in keeping with the changing scene. Also, foreign names, like **Ivy**, **Lily**, **Liza**, **Shelly** or **Millie** have been freely imported.

But the point is; are names just a mass of words or, in other words, how far can a person be worthy of the name he or she is carrying? It is rather hard to come to a definite conclusion....even the bards of Avon or Shantiniketan had not quite agreed on this score. However, the best bet would be to say that it can be both.

For instance, a **Satyabrata**, no matter what the name connotes can very well be a person who has hardly anything to do with truth or a **Subodh** may be highly boisterous putting even his opposite **Chanchal** to shame who in turn may be as cool as cucumber. Similarly, a **Nazar Ali** may have myopic vision or an **Alamgir** living in chill penury.

But to prove the contrary, a **Bishad** or a **Nirash** can surely be the epitome of gloom and frustration and a **Prafulla** or an **Ananda** fully living up to the expectation and bubbling with life and joy. Women-wise, the same holds true as a **Lata** may be bloated mass of colossal flesh or a **Karuna** symbolising cruelty and meanness, whereas it is not hard to find a **Hashi** giggling all the time or a **Sudha** or a **Shanti** conveying perfectly the spirit of peace and tranquility.

Stung by this craze for creating apt and lovely names, even the Government (both Central and State) have developed craze for christening its several sectors. Trains (**Gitanjali**), trams (**Sundari**) or even buses (**Chaitak**) carry poetic names these days although to question their justification will, however, be an entirely different matter. But by setting up a wing of the Income-Tax department in the **Bamboo-Vila** in Calcutta it has exhibited an ingenuity which none can excel.

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Borderless News in Today's World

Anil Biswas,
Editor: Ganashakti

TODAY the world media is in a state of transition. Sometime in 1995, when two new satellites appear in the skies over Asia, today's satellites would be outdated as telegraph. What does the future hold for us? If everything goes in accordance with the plan schedule, our region would be the part of 'global media village.' The latest satellite technology means more channel and more audience. Newspapers, magazines, published from London or New York cannot reach the news stand at Calcutta in every morning, but it is possible for BBC or CNN to reach before the eyes of our city people at every moment. The other name of this "free flow of information" is "one way information." The only term we can use, is the era of borderless television sponsored by the countries with advanced communication technology.

It is absolutely right to say that the media explosion brings us in the age of information explosion. The CNN (US based news television) covered the Gulf War for global people. It was the missile- by missile live coverage. Indians viewed the Gulf War in the eyes of CNN. The newly developed Global media system establish their command over the news of the world affairs. Previously, only the International news agencies had their command and domination over the distribution of news. The local, regional, even the national newspapers have to carry the information disseminated by the International news agencies like Reuter, AP etc. The news agencies of the super power countries used the 'scope of "one way traffic" for the mind management of the people. The people of the underdeveloped and developing countries have to view the world affairs in the eyes of very few news agencies. During the Tien-an-Men square incidents, there was a continuous misinformation to slander Communist Government in China by the Western news agencies. Indian newspaper carried those items without any hesitation. AP on June 20, 1989 reported the "three were shot to death in front of a crowd this afternoon". Indian Press flashed this as front page headline without checking the Chinese source. The next day the AP said that "It reported erroneously yesterday that three men executed in Shanghai were shot in front of a crowd." While The Times of India carried AP's correction on the front page, the lead editorial was decrying the "execution in public as utterly irresponsible and deserves the strongest condemnation." During the Tien-an-Men incident, the Indian newspapers regularly carried news items like, "thousands being killed," "mowed down by tanks," "shot from behind." Foreign correspondents and photographers were very much in the city of Beijing during the incident. But there was no photograph of 'Mass burial' or 'Mass funeral' or 'tanks crushing human body', but the stories appeared in the Indian newspapers in a regular way. On June 8 all national dailies carried in their front pages the photograph of civilian population welcoming the army. The misleading caption was that the people were welcoming the section of the army that was sympathetic to the students. This was the way, how the 'Big four' managed to make a propaganda with a certain motive.

Not only in the case of incident reporting, Western news agencies used certain adjectives for denigrating the image of Socialist forces and Communist Parties. Western news agencies labelled communist administration as "traditionally closed." New York Times marked non-aligned meet as 'Jambooree' and Fidel Castro as 'wild' (Time 13 January 1961). During the American aggression Vietnamese liberation fighter was labelled as 'Vietkong' and North Koreans as 'Reds', like 'Japs' used during Second World War. Indian newspapers with their traditional habit attacked CPI(M) by comparing the Chinese events. The Statesman opined in its editorial ('Robots in Red'), CPI(M)'s stands is fully in keeping with the long established subservience of Indian Communists to their foreign Gurus.... They continue to be mindless automations responding to remote control.'

This media propoganda is the other name of strategy, tactics and instruments of anti Communist camp. Carrying out this psychological warfare, propaganda strategy is divided into three categories:

1. White propaganda, 2. Grey propaganda and 3. Black propaganda. Misinformation and motivated information carried through official Government bodies is White propaganda. Unofficial information through concealed sources is Grey propaganda. The information flow from non existent persons or organizations supposed in enemy territory is entitled as Black propaganda.

US secret service CIA, orchestraed that black propaganda operation through radio warfare during the early years of the sixties. CIA sponsored Radio free Europe, Radio liberty, Radio Swan and Radio free Cuba carried on continuous propaganda against Communist Parties and Socialist Countries. What was their strategy of campaign? CIA station in Caracas can cable information on a secret Communist Plot in Venezuela to the Bogota Station which can 'surface through' local propaganda agent with attribution to an unidentified Venezuelan Government official. The information can then be picked up from Colombian Press and relayed to CIA stations in Guito, Lima, La Paz, Santiago and Brazil. A few days later editorials begin to appear in the newspapers of these places and pressure mounts on the Venezuelan Government to take respective action against the Communists. Another form of misinformation was to mislead Soviet scientists by publishing articles containing false research results in American scientific journals. The thought was that the Soviets would waste their scientific resources persuing false research reports.

Few years back, Western Camp had a limited access to their target audience. Only the 'Big four' news agencies can cater their news and views through these agencies, They are supposed to reach the newspapers and journals. Then it is the discretion of the news editors, whether that particular news would be published or not. Anti-Communist Camp had some radio stations with limited coverage area and many small newspapers with handful circulation. But now the situation has been changed as we have entered into the age of borderless television.

Indian television scene is putting up with huge audience, estimated 250 million, waiting to be informed and entertained. The global TV news networks have developed direct access to the audience of our country. Not only Indian Doordarshan is taking world news from the foreign agencies, Indian audience has been slugged to BBC world service, CNN gives us a visual coverage of national events like Ayodhya incident. The foreign TVs are fully utilising the scope of limitations for performance of Doordarshan. Now it is a challenge before Doordarshan, how they can combat the situation. We can not prohibit our audience from watching foreign television in the age of communication satellite. But Doordarshan has to take out long standing planning and programme.

The recent trend of changes in publication are to be mentioned. Government has received a few request for publishing Indian edition of foreign newspapers. The joint venture of Living Media India Ltd. and Time Warner Group (US) to publish Time Magazine from India among them. But the proposal has not been cleared due to existing policy. But the liberation policy can lead to the withdrawal of protection policy to Indian newspapers. The policy prohibits the publication of Indian edition of foreign newspapers dealing with current affairs.

India is now in a situation, which is facing serious crisis. The communal disturbances, seperatist activities, terrorist action, are the incidents of India's everyday life. The Media has to play certain role in these affairs. But any sort of motivated, manipulated Media propaganda from the global news services can turn our country into a troubled spot in the world. We must be cautious of this present transition.

কলকাতার বাইরে যেতে দূরপাল্লার বাসে

বেড়ানোর মত পশ্চিমবঙ্গে কত জায়গাই তো আছে। রাষ্ট্রীয় পরিবহণ সংস্থা দূরপাল্লা বাস-সার্ভিসের মধ্য দিয়ে নিম্নলিখিত দ্রষ্টব্য স্থানগুলিতে নিয়মিত যাতায়াতের ব্যবস্থা রেখেছে অল্প সময়ে ও কম খরচে।

দীঘা, বিষ্ণুপুর, শান্তিনিকেতন, সিউড়ী, জয়রামবাটি, কসমারপুকুর, মুকুটমণিপুর, বজ্রেশ্বর, তারাপীঠ, পলাশী, বহরমপুর, ফরাক্কা, চিত্তরঞ্জন, পুরুলিয়া, হলদিয়া, ডায়মন্ড হারবার, ঝাড়গ্রাম, নামখানা, কাকদ্বীপ, মুর্শিদাবাদ, রায়দীঘি, বাসন্তী রামপুরহাট, জামশেদপুর, হাজারদুয়ারী, কৃষ্ণনগর, নবদ্বীপ, বেথুয়াডহরী, শান্তিপুর, রাজগীর, দীঘা (রাষ্ট্রিকালীন সার্ভিস)।

এসব জায়গায় এবং আরও অন্যান্য জায়গায় আমাদের নিয়মিত দূরপাল্লার সার্ভিস চালা আছে।

টিকিট প্রাপ্তি স্থান-

দূরপাল্লার বাস স্টেশনঃ

এসপ্লানেড-ফোন নং - ২৪৮-১৯১৬

উন্টোডাঙ্গা- ফোন নং - ৩৫-৪৭৬৬

দীঘা বুকিং অফিস

কলিকাতা রাষ্ট্রীয় পরিবহণ সংস্থা,

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Fostering National Unity: Role of the Media

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THE Media in our country both traditional and modern, had played a significant role in fostering national unity. The print media was born at a time when the country was under colonial rule. The atmosphere was suffocating for the people. They could not freely express their opinion. The nineteenth century produced such giants like Ram Mohan Roy, Henry Louis Vivian Derozio, Harish Chandra Mukherjee, Bal Gangadhar Tilak, Surendra Nath Banerjee and Sisir Kumar Ghosh who took up the challenge of the arrogant British rulers and fought them on their own ground by using the pen. The conception of nationhood was also put forward through the Press. In fact, common sufferings made the people think as one nation. There were innumerable instances of insurrection of the suffering people, the tribals, the Santhals, the Mundas against the oppressive British rule. The revolt of the sepoys in 1857 was a milestone in our long and heroic struggle for freedom.

As we look back, the history of our freedom movement provides us a clue to the much talked about question national unity or integration. This question is a post-independence phenomenon. The journey started in 1947 has been tortuous. The older values imbibed during the period of struggle and sufferings have all but vanished. The nation state born on August 15, 1947 has a well constructed foundation of a democratic and secular constitution with welfare objectives enshrined in it. It has successfully withstood serious stresses and strains all these years and held the nation together in spite of hostile elements both inside and outside the state to wreck it by all possible means. The process started with the partition of India on religious basis, a shrewd British game to keep the subcontinent in permanent tension and mistrust among the neighbours.

India is fortunate to have a free and vigorous press. The electronic media also have attained a very wide reach. The question is how far the media have put their efforts and attention on this very vital problem confronting the nation i.e., keeping the secessionist, communal and fundamentalist forces at bay and save the nation from the danger of disintegration.

The unity of the nation is a social and political concept. There are wide diversities in our country in language, religion and culture. India's constitution makers thought of a federal state in which people with different languages and culture will have complete freedom to develop themselves. The five year plans were envisioned to give proper and equal attention to all the regions of the vast country for their respective economic, social and cultural development. Unfortunately, shortsighted political leaders have all but destroyed the spirit of the nation to hold together. Rise of religious fundamentalism has created a vicious atmosphere of communal hatred and distrust. Over centralisation of power in New Delhi has nullified the vision of the constitution makers to a strong united federal union of India. The electronic media controlled by the Government of India in spite of their declared objective has failed to project the idea of oneness in the midst of diversities. One case in point is thrusting Hindi upon the people of different language areas. India should be a place where hundred flowers blossom. Language is a very sensitive issue. The bond of language is stronger than religious bond. History has proved this. The media should be alive to this problem and work likewise to dispel any doubt and mistrust from the minds of the people. Political fairplay and economic development are two other major factors for cementing unity of the nation.

The press has no doubt a big role to play in this regard. The problem is that the press is a big business largely owned by monopoly houses. The small and medium press spread all over the country and published in different languages are potent factors in keeping or dissipating the spirit of oneness of the nation. What is happening in some parts of eastern Europe and erstwhile Soviet Union should be an eye opener to especially in a country like India with people speaking different languages and following different religious faiths. Georgians, Azarbaizanis and Armenians are fighting for ethnic cleansings and for grabbing a few acres of land beyond their frontiers. Federal state of Yugoslavia under Marshall Tito was a model for others. Today it has crumbled down and fierce and cruel fighting among the Serbs, the Croats and the Bosnians have surpassed even medieval barbarities. Should we allow secessionists to drag the country to the brink? The press must play the watchdog function to warn the people of the imminent danger unless the drift is stopped. The people of Punjab, Kashmir and of the eastern states like Nagaland and Mizoram and Manipur have been at the receiving end all these years. Those living in the heartland of India having proximity to the centre of power and also speaking the Rashtrabhasa could not perhaps honestly fathom the depth of despair and sense of alienation of the people living in the outlying regions of our motherland. The media also ignore these issues. The metropolitan English dailies who flaunt themselves as national dailies have little time and space to write about such issues and such people having no clout in the parliament or with the ruling party in Delhi. Instead more news from Western Europe and USA are published in these papers to cater to the needs of the urbanised middle class readers.

The range of operation of a section of the Indian press is also limited. Guided by the class interest of the proprietors these newspapers take recourse to "pulpit" preaching on issues like national unity. The unrest in the country and the rise of

dangerous slogan like "Hindutva" is only a symptom of the deeprooted malaise in our polity. The influential section of the press having their own vested interest refuse to look beyond their nose. Hence the confusion deepens and the press speak in many voices leaving the crucial issues worse confounded. The real issues facing the people often go by default in the media coverage. There is more entertainment than enlightenment in an influential section of the press. The electronic media started with high promise to inform and educate the people. What is left is entertainment first, entertainment second and entertainment always. Their sense of priorities are appalling.

The press being a business always think of such coverages which would "sell". In a country like India where the process of national unity need to be nursed at every step of social and political transformation such view, needless to say, is counterproductive. Who lives if India fails to hold together? Who gains if India loses the experiment in pluralism? National unity cannot be forged by speeches and sermons from the Red Fort. Only a just society can foster the sense of unity among our people. Unfortunately, the most influential and dominant section of the press exercise their power through the influence of market forces in the country. The mission with which press in our country was born has been transformed into a profit earning trade after independence. Of course the press is to do business to survive, But in a third world country like India, the media should also be aware of their basic obligation to the people. Fostering national unity is one such obligation. The press in india enjoys freedom. The people stand by the press whenever there are attempts from the pressure groups and the administration to throttle or abridge its freedom. What the people of India need today is not only a free press and free functioning of the electronic media but a committed press and electronic media to the cause of a secular, just and democratic India of a unified people having a common vision of bright future for their motherland. The press in our country had a glorious tradition of upholding the cause of the people during the British regime. That tradition should not be belied today, just for a handful of silvers.

The press has also its own difficulties. The Press Commission cautioned about monopoly concentration in the ownership of the press. Nothing has been done to delink the press from the corporate sector, This is also one of the main reasons of failure of the press to focuss on real issues facing the nation. The press which is aligned with forces that favour status quo suffer from their own inherent contradictions. The task of guarding and strengthening national unity must be taken up by that section of the press which has not forgotten their pledge to the people. The strength of the press is a vibrant people continuously fighting for justic and equality. The constitution makers of India gave this pledge to the people. It also gave the people the fundamental right of freedom of expression under Artcle 19. The press enjoys this freedom enshrined in our Constitution. The people have resolutely defended this right all these years. Now is the time for the press to live up to the expectation of the people to defend the values cherished by them to live in a secular, democratic India where concept of a plural society with diverse creed, religious faith and language would be the guiding star for future path of progress, peace and harmony.



Objectivity and social commitment

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If you keep your windows open and without curtains, your secrets will be out. And once it is out, you will be at a loss to protest against it. So if you want to keep your secrets with you only, then you have to be careful about your windows so that no one could peep into it. When a public man complains against journalists that they have exposed certain facts which are strictly private and should not be published in a newspaper.

The argument put forward by the journalists is, why have you allowed those secrets to be leaked out? Recently, Mr. Arun Shourie, a renowned journalist, has remarked that "on-the record" statements of the political leaders are generally false and "off the record" statements on the other hand, are generally true. Therefore journalists should be allowed to print them because it is the job of the journalists to print true news. Now it is upto the public men or political leaders to decide whether they are going to speak out any thing which they do not want to publicise. If at all they speak out, it means print true, they want it to be made public. Otherwise, what is the point telling anything off the record if you seriously want that the matter should be kept off the record? you simply do not speak about it. It is as simple as that.

But the role of newspaper in modern times has assumed such an important and responsible position that it hardly can dismiss its commitment towards the society. Sometimes it may appear that the overall approach of the newspaper is 'negative'. But that is not the whole story. An aggressive, unfettered press is the best safeguard of a vigorous democratic process. Long back in 1787 Thomas Jefferson wrote : "Were it left to me to decide whether we should have a Government without newspapers, or newspapers without a Government, I should not hesitate to prefer the latter." In fact newspapers have their tremendous impact on the whole of the society. So political personalities ill-afford to ignore the newspapers. They know that newspapers are nothing but 'necessary evils' for them. Hence politicians and journalists always have a kind of love and hate relationships.

Of late, with the advent of latest technological advancement and introduction of a special type of reporting better known as "Investigative Reporting", journalists at times, started peeping into the private life of public figures. Of course in most of the cases they do not cross the limit of decency and decorum. But in some cases they do cross the limit. The number is negligible. Here we should keep in our mind that in our country neither the right to privacy is recognised nor the right to know. Both are virtually non existent. So in a way both administrative authorities and journalists are free to do whatever they like to do in this regard. Although both are committed to the society at large, let us not forget that it is the administrative authority which frequently intrude into the area of right to privacy by detaining a person without any warrant. Sometimes, without any valid reason whatsoever, premises are searched, papers and documents are seized, mail is intercepted, telephones are tapped and these are all encroachments on the right to privacy. What the government is trying to do, we must resist. At the same time, exposure of the private activities of public men, when the Press regards those private activities affecting public affairs. We have every right to expose these private activities which impose a black spot on the performance of the public duty by public men. Jefferson has said that "When a man assumes a public trust, he should consider himself as a public property." Although in private life, even Jefferson and most politicians and public men, when they were exposed, squealed at this treatment by the newspaper of the day, some of which accused him, among other things, rather strangely, "of making a pass at his friend's wife and fathering an illegitimate child."

The biggest threat to privacy comes from the state and the next biggest from the Press. As regards the state, it is generally realised that the right to privacy, like other rights, cannot be absolute. This being the case, the main question is how to achieve a balance between the individual's right to privacy, and social values, such as freedom of the Press, enforcement of criminal law and efficient Government and national security. No sensible person would deny the state and its agencies the right to track down criminals or anti-nationals. But no such person would like to give the state the right to misuse its powers and, in the guise of enforcing a law to victimise or harass innocent citizens.

Sometimes journalists may appear superior to all other social leaders, especially politicians. Whatever is proposed or enacted, journalists are there to show us its flaws. They can get away with this for two reasons. First, by claiming to be neutral, journalists avoid the requirement of consistency that limits the options of committed participants in the conflicts of ideas. Second, and more important, the autonomy of the press allows journalists the luxury of being irresponsible. While other participants in the political debate are forced to consider issues of practical efficacy, journalists are not. In short the Press has emerged as a sort of permanent parliamentary opposition, but without the need to defend a position or offer alternatives to the policies it attacks.

As we have already mentioned that if the Press has to play the role of an opposition party or it has to adopt an adversarial role in the interest of the countrymen it has to be negative to a great extent. But in the process, it has been often noticed that the negative role of the press gives it a wrong sense of prestige. Once this is developed, then the future of the Press is

doomed. Nevertheless it is an accepted fact that "bad news" get very small coverage. The advocates of the bad news say if the "bad news" are not reported, will its consequences disappear? Alas, no journalists operate on same basic assumptions : That, in-so far as possible all the news must be made known, that the news has consequences that will not go away, and that they must be publicised if there is to be any chance of correction, improvement or progress.

If we are going to allow the journalists to intrude into the private life of the public men, may be on the plea that they are doing this in the interest of the countrymen, what are the remedies left with that person whose right to privacy has been intruded upon? Of course, legal remedies are there. But as it is a longdrawn process, the adage goes true : "Justice delayed is justice denied." In many cases it has been found that in the name of giving an investigative story, journalists have simply blackmailed a particular person. Of course, when Arun Shourie exposed the black deeds of A.R. Antulay, former Chief Minister of Maharashtra, no one has to say anything. But when a magazine like Illustrated Weekly is compelled to beg pardon from J.B. Patnaik former Chief Minister of Orissa for publishing a sex-escapade story about him, journalists are cautioned not to use the weapon at their disposal so lightly. As the number of this type of journalism is increasing the crisis of confidence about the Press is building up which is very dangerous for the profession.

Editorial set-up in a newspaper

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A NEWSPAPER office has three structural parts- editorial, works and establishment. The editorial side consists of two wings- views and news, the views wing coming directly under the editor and the news wing under the bureau chief and the news editor. The works include composing, processing and printing and the overall control is in the hands of a works manager. In the establishment there are departments like circulation, advertisement, accounts, office and security, all working under respective departmental heads.

This structural organisation is the general pattern but in big offices there may exist different arrangements and that, too, in matters of detail. Technological thrust and modern management are mainly two areas where practices vary.

The editorial branch prepares the newspaper for publication while the works are responsible for printing. The establishment is principally the business office handling money through sales and advertising and keeping accounts. This apart, the administration is also run by it. Yet main concerns are space selling which is advertising and paper selling which is circulation.

In the views wing, commonly known as the editorial department, the editor and his men work. The editor is the leader under whose guidance assistant editors write comments. A newspaper airs its opinions on current affairs. Assistant editors also handle bylined articles and middles on 'hard' and 'soft' topics and publish letters to the editor and special features.

The news wing having two sections- reporting room and newsdesk- has two men at the top. One of them is the chief of news bureau under whom the chief reporter and his crew work and the other is the news editor under whom work the chief sub-editor and sub-editors. In the news side come photographers and proof-readers, their heads being answerable to the news editor. Some feature editors as well seek guidance from him. Yet the business editor, sports editor and the film editor may be ranked as assistant editors accountable to the captain of the team, the editor. Likewise, columnists are assistant editors, so are cartoonists.

Small newspapers have fewer posts and men. And practices vary. It all depends on individual newspaper earnings. Higher-ups in the classification can afford larger staffs but smaller establishments look for economy. For example, a big newspaper can have one picture editor for handling visuals while in a small daily it is the news editor who does the function. And feature editors in a small paper may be on a par with chief subs; or the news editor can allot feature work to some handpicked subs by paying them a little extra money. Similarly, a news editor may be in charge of the reporting room in addition to his normal work in the desk and in that case the chief reporter, in the absence of a bureau chief takes the advice on planning though not in routine matters.

The editor and his men

Everyday the editor's name comes in print along with that of the publisher. It is the imprint line, appearing usually at the bottom of the last page. This practice makes the editor responsible for anything that comes in his newspaper. Whenever any legal wrong is done, he is summoned to court. Sometimes he pays a heavy price for his failing or for anybody else's. He is ever on the alert.

Being the captain of the editorial team the editor keeps track of all developments, whether news or views. He must be a knowledgeable person, knowing full well men and matters around, since he is to guide his crew in getting comments written or news possibilities explored. He depends on assistant editors for opinion pieces and on newsroom chiefs for news coverages. He holds conferences with his men everyday for ideas.

Some editors are keen on holding two conferences during the day, one with his assistant editors and feature editors in the morning and another with the bureau chief, chief reporter, chief photographer and the news editor. Some others hold only one conference which is attended by editorial writers and newsroom planners.

At the conference the editor invites suggestions and gives advices. There may crop up an important economic issue. If he desires a comment on it he will ask an assistant editor conversant with the matter to write. But, in general cases, he looks for political write-ups. Politics is so overwhelming. Occasionally, he goes for a lighter para on a 'soft' topic with a punch.

Some modern newspapers are taking only one editorial be it political or economic. But there are still some conservative dailies like The Statesman of Calcutta which stick to three everyday. In this case the first editorial at the top is the leader written on main topic of the day. The second comment is of lesser weight. But the third piece is generally light reading. The Telegraph of the city, however, remains satisfied with the lone piece or two.

Views contents- editorial, after-edits, middles and letters- are assembled on the left of the centre spread page. The opted

page is a news page. An assistant editor may direct page making. Usually the edit page is self-contained with no turns to any other page, but there may appear a 'to be concluded' line at the end of an after-edit if it is long and cannot be taken in one instalment. Columns come on regular days in a week. The assistant editor in charge of the page gets all the materials ready much earlier.

Sometimes the edit page is released late to carry a late editorial on a developing story written at the last hour. Rarely does an editorial come on the front page. It comes only when an uncommonly big situation occurs. The editor may decide for an emergency write-up for front page use. In such a case the edit page already in type is not disturbed.

At the conference the editor holds with newsroom high-ups a quick post-mortem of the morning edition is made. Any success or failure is taken note of. Discussions are held on the day's news schedules and the extent and manner of coverages. News ideas are placed by the bureau chief and the news editor. The editor, too, has his own ideas. He exchanges notes with his aides. Picture possibilities are explored. Special features and time copies get the clearance.

Once in a while, may be a month, the editor holds a broadbased conference to make an advance planning for circulation and advertisement drives. Besides editorial bosses, the circulation manager, the advertisement manager and the works manager attend it. They all talk about the editorial support to programmes.

As part of the management the editor is instrumental in laying down the policy of a newspaper. He represents the conscience so vital for an orderly house-keeping. His intellectual honesty pays. A man of high integrity as he is, he always looks for credibility, which alone can help to build the personality of a paper.

The editor works under pressures. Pressures may come from proprietors, colleagues, advertisers, readers, officials, politicians. If he wants to go by the book, never relenting to bullies, never making honourable adjustments, he will break or may have to quit. Modern editors, excepting a handful few arrogants, try to avoid embarrassing situations. He knows newspaper production is not a one-man's job. It will be his folly if he forgets that the team work is behind a publication.

In a democracy like India an editor can afford to be an upholder of editorial independence. Freedom of the pen is constitutionally guaranteed, but it does not mean he will be rash.

Chief Editor

Chief editor is one who heads all the production of a group or a chain. Perhaps in the Times of India Group, Bombay, the chief editor made his first appearance as chief of all editors of individual publications. The Indian Express is a chain newspaper, the same paper having several editions published from different places. The chief editor is at the head of the chain, individual editions being under the charge of resident editors. The chief editor sits in the headquarters, Delhi.

In Calcutta the Ananda Bazar Group of Publications has the chief editor who is above all editors of individual papers, but with a difference. The chief editor is also the editor of more than one paper in the group.

There may be one managing editor or an executive editor in a newspaper who comes next to the editor but is above assistant editors. He is a senior editorial manager responsible for assisting the editor in the discharge of his overall duties. In India there may be one or two managing or executive editors but the post is not commonly seen. The Times of India Group has executed editors. The Ananda Bazar Group once had the managing editor of all group papers working under the chief editor.

As assistant editor, as a subordinate to the editor, assists him in writing viewpieces, including columns, and editing after edits, letters and features. In some newspapers a deputy editor officiates as editor while his chief is away on leave. Two Calcutta dailies, Ananda Bazar Patrika and Jugantar had associate or joint editors. Jugantar is out of market, but the Ananda Bazar Group nowadays has deputy editors, who are mainly doing the work of news managers.

News editor and the desk

The news editor, as the head of the news department, is the pivot of news processing and projecting. For news operation he works in close coordination with the chief of news bureau or with the chief reporter if there is no bureau chief.

In the Indian press, unlike in Britain and America, the news editor is enough of an executive to make decisions about coverages. The news editor in Britain is the chief reporter while in America he is the slot man. At the most the slot man is the chief sub. Even if he is called the news editor, he is not empowered with decision making. In Britain there is the chief sub, enjoying some executive powers. In India the chief sub heads a shift of the desk and works under the news editor.

Without the cooperation of all the sections working under him the news editor cannot make the grade. He discusses news matters with deskpersons, photographers, proof-readers and feature writers. Desk shifts are altered about news schedules, photographers get picture ideas; warnings go to proof-readers against typos; feature writers, including freelancers, are often patronised. In doing all this he follows his own ideas, and also such ideas that emerge from news conference are respected. Finally, his plans are converted into metal or film.

Not all pages of the newspaper can a news editor plan. For inside pages he leaves the planning work to the night editor, who is the chief sub on evening duty. The night editor follows the page arrangement of news organisation and the page release schedule which the news editor decided much earlier or which he had inherited when he took over.

Front page planning is his primary responsibility. He examines major copies sent out for setting throughout the day and also looks into the running stories kept on the table for handling by the night shift. He plans the order of top priorities like the lead, second lead, third lead and the anchor. The rest of the items marked for page one may be placed in order by the night man.

Often do news stories considered to be important come late in the evening. The news editor sometimes anticipates developments' sometimes news breaks occur unexpectedly. At any rate, he leaves instructions to the night editor about what to do and how to do in such cases.

Since all print matters are routed through the desk the news editor keeps his eyes and ears open constantly checking the flow of edited words into the printer's territory. In keeping with the conscience of the editor he translates all ideas into printed words. Published editions mostly bear his stamp.

His policing prevents defamatory words or libellous terms from getting into print. He detects a breach of privilege or a slant. He throws away coloured reports, disguised ads and motivated stuffs. For shaping tomorrow's paper well he works round the clock, keeping track of major developments, fixing priorities and sketching the layout plans on dummy sheets. He telephone keeps ringing, whether in office or away home. Even he is roused from his sleep sometimes and his advice is sought by the office on late-night problems.

He maintains a diary of events for necessary exploitation at follow-up. He also enters in the diary the names and telephone numbers of important persons for his reference or for special assignments. He prepares the roster and sanctions leave.

Shift and edition

The newsdesk in Indian press works in three shifts. One shift runs for seven hours, including an hour of recess, though the night shift is of shorter duration. Generally the morning shift starts around 9; the afternoon shift takes over at 3 and the work at night begins around 9 and continues till finish. The afternoon desk usually is manned by more sub-editors than in the morning or night shift. The bulk of news stories comes within the 3 pm-9pm period, requiring a good many hands to cope with the flow. Each desk person gets a day off in a week and a day's recess extra after the night week.

The system is different in Britain where one desk shift works either during the day or at night, and brings out one newspaper. The day shift publishes the evening paper while the night shift produces the morning paper. These are two separate shifts, each supervised by one chief sub. The chiefs are independent of each other, being separately responsible for bringing out editions of their papers. The morning paper has several editions, so has the evening paper.

But in India three shifts together are responsible for editioning. The editions of Indian dailies are called 'dak' or 'muffasil' editions. 'Dak' issues circulate in outlying regions or faraway states while 'muffasil' issues move into distant rural areas. The edition meant for circulation in and around the place of publication is known as 'town' or 'city' or 'late city' edition.

Calcutta newspapers today tend to be one-edition papers and not multi-edition papers as in the past. This is a new development and has been due to (a) publication of a number of newspapers in different neighbouring state capitals as also in various towns in hinterlands areas; (b) ever rising of editions to 'dak' and 'muffasil' areas; and (d) more emphasis on local news coverages and intensive circulation. These factors signal an attitudinal change that puts a brake on the peripheral extension of business. It is now the account's decision to keep the circulation within limits.

Chief sub-editor

An Indian newspaper, according to the general pattern, has three chief sub-editors, each heading a shift and all together contributing to the making of a daily. A chief sub is a senior desk executive who uses his news sense to examine all copies that come to the desk during his duty hours. He selects a few of them considered newsworthy and distributes them to individual sub editors for editing. He may write his instructions on copy or tell the sub verbally about what is to be done.

After editing, headlines are written by subs and copies are returned to the desk chief for scrutiny. If an edited copy along with the headline is found satisfactory, the chief sub feeds it into the pipeline to press for setting and processing. He maintains a copy control sheet in which edited items are enlisted before they are sent out. The sheet shows serial numbers, key news words, headline sizes and columns, story lengths, pages and locations, and remarks. He alerts his successor about any running news.

The chief sub often directs page making or past-up by going to press himself or may assign any one of his juniors this kind of job.

Where editing is fully computerised, edited words after corrections are stored in the memory bank of the computer and the desk chief keeps a list of the items so stored. Afterwards, during page making, which is done on the video display terminal, stored matters are flashed on the screen and placed on the page according to importance. The chief sub keeps a watch on this processing.

Pages have to be released one after another according to schedule. And it is the page release schedule which is required to be followed with meticulous care. Each page has a deadline for release. If the deadline is crossed, the printing schedule will be upset delaying the despatch of the paper to its consumers.

The chief sub enters the last page release time in the log book after his night work. He may write reasons for any delay; he may mention difficulties encountered during the operation. The news editor will take note of log book entries in the morning next day and prescribe corrective steps where necessary.

The night chief sometimes faces problems in accommodating important news developments received near the last page deadline. There are two types of late night news. One is 'late news'. Though received late, it comes just before the deadline is over or the press runs. The other type is 'stop press', which comes after the rotary starts running. The 'late news' is accommodated by making quick changes in the layout of the front page which is normally released last. But the 'stop press' news is taken after the run of the press is stopped and by changing normally the front page plate.

A working knowledge of printing mechanics helps to get the work in press done smoothly. The chief sub avoids going by the book. Good relations with press people are helpful.

A newspaper is stated to be the handiwork of a chief sub. It is so in Britain, it is not in India. A British chief sub being at the head of affairs in the desk works freely and produces the newspaper according to his ideas and plans. He can claim the paper is his baby. But the Indian counterpart heads a shift only, and he is at the most a part of the game. When he comes on night duty he gets an opportunity to show off, yet he seldom goes beyond the layout scheme on the dummy. It is a collective enterprise for him. His team spirit him in good stead. Still the front page mirror at times reflects his image.

Sub-editor's role

Eight to ten sub-editors, or more, work in a shift. The number may be less in a small newspaper. A British daily may have 20 or 30 hands on the desk.

Subs are backstage workers, working in private away from public view, unlike reporters who move out and meet people.

Sub-editing is both mechanical and creative, mechanical when it is just copy-fixing meaning ticking t's and dotting i's and creative when it calls for news sense, wordcare and artistry.

A sub-editor marks copy by using set techniques which he learns by habit. Marks are editing marks as adapted from the printer's marks which type-setters understand and follow. Marks are not necessary when it is tube-work.

Presswork is highly skilled, and as a sub has to work in press, too, he knows the mechanics of printing. His knowledge of typography helps to dress up copy, and if he can keep pace with the changing technological phenomenon he will be in the good books. But this mechanical accomplishment, too, is flavoured with craftsmanship and artistic fineness. Added to it are his command of the language, his power to read news perspectives, his skill to make copy effectively meaningful and his layout sense to produce an inviting package. All these indicate the sub's creative faculty, rich and enviable.

The sub-editor is the checkpoint ever on his toes checking for errors in copy. He spots all kinds of errors, factual, grammatical, spelling and structural. He finds time to correct them even though he works fast. He also applies his professional skill to revaluing news. No doubt, he follows instructions as he edits, yet he may find the story he handles is worth more or less than what the chief sub says. He makes suggestions for a change in the decision. The chief may overrule him or give him the nod.

Furthermore, he is alert about ethics and laws because he is required to prepare a clean copy for printing.

The sub clarifies copy. Clear editing means working for clarity, which stems from simplicity. Not only does he condense copy but also construct it for meaning. He adds background information, he pads a story with explanation. Rewriting is done for news and communication. Trimming a copy to give it a fine shape is a job he does with utmost perfection. Cutting is not just backwork. He saves space by cutting, he gains space through surgery. He is not a butcher, he is surgeon. He only takes out surplus words, he only removes wordy kinds.

The newsdesk is an operation theatre, not a slaughter house. As one of the desk a sub is allergic to wordiness.

Running or developing news is to be handled through compilation, which is a challenging task for the desk. A senior sub-editor, aided by juniors, can rise to the occasion. By assembling allied facts supplied by various sources on the same news subject he prepares a composite story and one or two link items. But in doing all this he sees that facts or words are not repeated. When reports are conflicting, he depends on the staffer's version.

After completing the editing, he writes the headline. It is the normal practice. Yet a sub-editor may have the itch for writing a headline before editing. It is wrong way. The headline so written may be misleading, even incorrect.

In subbing he follows the house style, an in-house guidebook for a standard style, for consistency.

A sub works in press as assigned by his chief to direct page-making or to assist him in the job. He spends time in learning the trade. He has to build good relations everywhere.

Since computerised editing is working on tube, not on copy, it does not require the sub to use marks, but the sub must know the mechanism of operating the computer key board for preparing the edited copy straightaway on the screen. If pages are planned on the computer, he stores the material in its memory bank for future assembly.

Checking, correcting, clarifying, condensing, constructing and compiling are performed by a sub besides headwriting and pagemaking. C&HP=S, that is, subbing denotes six C's plus headwriting and page-making.

Good text editing wants a sub-editor to be careful and critical from the start. He cannot afford to be lax and sloppy. His hawk's eye helps him get through. Locating errors and eliminating them are done fast. In redoing copy his education and knowledge stand him in good stead. He tracks down news and developments for which his interest in men and matters must never sag. He is aware of his responsibility to people and society and profession. A good sub keeps aside his personal likes and dislikes. Public wishes and tastes draw his deep attention.

A sub is a fast worker who meets the deadline every moment but cannot be inaccurate. Speed with accuracy is rewarding. His reading is quick, so his judgement. His built-in analytical mind helps. His news sense stands to gain and his language power makes him a perfect practitioner.

A strong body with a cool head helps him most to do his sedentary work. For steadfast work he needs good eyesight and nerves. And a disciplined behaviour coupled with the team spirit is a lovable quality.

Educated though, a sub's willingness to learn never ceases. There is no last word in journalism.

***Excerpts from "Editing Manual"- By Sourin Banerjee
Courtesy : Shivamaya Prakashan***

Trends of investigative stories after Emergency

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JOURNALISM is said to be an art and craft for creating global consciousness in society. Journalistic writing changes its methods, depending upon the ability of the writer to discover, to interpret, and finally to report. Although the three play different roles, the investigative writers or 'diggers' as they are sometimes called, have the most incisive role. If it is imbued with a social purpose, investigative writing can render singular national service. Freedom of expression, the future of democracy and the people's right to know will largely depend on the professional excellence of the investigative writers.

The question is, whose responsibility is it, to enable the press to acquire that role? Or, in India at least, is it possible for the press, on its own, to get into that role?

Investigative Journalism in India, in my view, is one of permanent gifts (other gifts did not prove so permanent) of the events of 1975-77. The Emergency, and the vast political changes thereafter, provided incentives to writers, particularly journalists for bringing out, from under the carpet, and from within the cupboards, many provocative subjects and numerous skeletons. Not all of them were genuine, but those that were, fulfilled the historic role of carving out a new, much-needed path for Indian journalism.

The enforced silence of the emergency was broken in April 1977. At least 30 books appeared with now-it can-be told themes, and from then onwards investigative journalism has not looked back. Considering the limitations of the reporter, I do not give too much importance to the occasional sacrificial goats brought into some of these writings, sacrificed against facts and accuracy. In any case, he more than makes up for his occasional lapses by the mountains of truth he reveals. A small dose of unintended errors does not matter here, as it does not matter in respect of normal news reporting.

However, intentional errors are the scourge of decent Journalism, as instruments of hurting other people. A high standard of integrity would thus be the social responsibility of the investigative journalism. The honour of the Press is in their hands much more than in the hands of the ordinary reporters. Kuldip Nayar, Arun Shourie, and Janardan Thakur have been outstandingly bold in their columns exposing many skeletons in the cupboards of the Government.

The investigative writings dealing with incidents during the Emergency period were easy to manage, for the people concerned, after the change of the Government in April, 1977, could be contacted easily. The so-called investigation in these cases was not a painful process, and did not invite much risk. But the latter day investigations and revelations, particularly during the last few years, have indeed blazed a new trail, and offered hope to Laxman's common man who is at the receiving end of all the inequity, harassment, hypocrisy and corruption. Pritish Nandy has led the way, and his famous interviews, including those with Chandra Swami and Kamalapati Tripathy, have turned investigation into a mirror, when the people speak for themselves and are thus in a position to challenge what is ascribed to them in print. Nandy has also turned over 'the other side' of investigation, by granting expression to those who are sought to be persecuted, such as the Andhra Pradesh 'Naxalities' or Rajendra Sethia or Win Chadha or Rama Swaroop. If ever there was freedom of expression, it is here.

Of similar value are the episodes brought out by "The Times of India" in respect of the alleged phone-tapping by the Hegde Government, or by the 'Hindu' in respect of the Hinduja papers. It is not relevant whether the stories reported or documents published prove a point or not. What is relevant is that information has been secured and is made public, and is made available to those who may like to challenge its veracity. Information is power and information in the form of a document scooped out from the fortress of official secrecy, is so much more of power. To quote Gandhiji, "power must reside with the people".

It is for the political scientist to find out how the incidence of official secrecy has got bound up with economic underdevelopment. But the link is clear, whatever may be the reasons. And it makes no difference whether it is a democracy or a monarchy or a dictatorship.

At a lower stage of economic development, nations came to be ruled by people who would not like to permit everything to be known. Societies tend to become open only with the rise in standards of living.

Despite our much acclaimed declaration of democracy, socialism and freedom of speech, Indian society is authority-ridden and by the same token less open and more prone to suppression of information.

There is the extreme case of Sweden where we are told a person could walk into the Prime Minister's office and look over his mail. This is a hyperbole, but like all hyperboles, it contains a grain of truth and above all, it details openness as the high point of politico-cultural development.

India is, however, the first developing nation which has given to itself a sanctified document of constitutional rights. Now

the extent to which this can reinforce the social purpose of Indian Journalism will depend on the working environment of the practising journalists, their economic status and their employment venues.

While the recent growth of bold journalism in India is like a sunrise, the cloud which obscures this is the fact that ownership of the daily Press is linked to big business and industry. Our journalism inhibits boldness, if you compare this with some Western countries, specially the US, where Jack Anderson was able to send the country's President to political wilderness. The Watergate Scandal marked the beginning of classic investigative reporting.

The investigative reporter has to sometimes bring out the news behind the news. It requires the individual reporter to dig up the secret information in complete detail, overcoming whatever barriers may be placed in the way. These are formidable professional tasks.

Although there is nothing mysterious about investigative reporting there is something that singles out this style from others. A true investigative journalist, as Lewis Armstrong put it, is a real breed of cat. Other attributes which are common to the family are : judgement, determination, persistence, imagination, integrity, a sense of organisation and a basic jaguar instinct. The professional discipline warrants that an investigative reporter should write his story in a strictly professional way, avoiding extremes, controlling passing passions and guarding his conducts. His acumen lies in not getting bogged down in facts, but in perceiving clearly the pattern and move towards the planned goal.

The possibility of such investigative writing on a healthy, socially purposeful track depends, therefore on two things. First, the integrity of the writer. If he lends his pen to be 'used' by certain interests, to settle scores or to serve a collateral purpose, he brings down the whole profession into the mire of yellow journalism.

Granted the integrity of the writer, the second requirement is the security of his profession. The journalist's career has to be made safe for investigations. Writers employed in big newspapers or journals do work generally under a code handed down by the management. Obviously, the editor can pass on to his reporters only as much freedom as he himself enjoys. The experience of D.R.Mankekar and B.G. Verghese show the editor in India is not always as free as he seems to be. Similar was the case with Vinod Mehta, the-then Editor-in-chief of the Indian Post, though his resignation had the support of influential journalists. Here also a ray of hope looms large for the continuance of investigative and bold journalism when 16 senior editors of the Indian Post signed a statement saying that the causes for their editor's resignation revealed disturbingly the perils to the press freedom in the country.

The Indian Post's staff in their memo to the proprietor Vijaypat Singhanian said : "We are disturbed that our editor has been forced to resign on account of the political pressures. We too would find it difficult to work under such constraints."

শতকের শপথ

পশ্চিমবঙ্গে দৈনিক বিদ্যুতের গড় চাহিদা আনুমানিক ২২০০ মেগাওয়াট। হিমালয় থেকে সাগর পর্যন্ত মহীকুহসম অট্রিশ বছরের প্রতিষ্ঠান বিদ্যুৎ পর্যদ যেমন একদিকে শাখা-প্রাশাখা বিস্তার করে জনগণের উপরোক্ত চাহিদাপূরণ ও উন্নয়নের লক্ষ্য নিয়ে কাজ করে চলেছে দিবারাত্রি।

তেমনি অন্যদিকে সিঁধেলদের নবসংস্করণ “হকেল” চোরদের দৌরাত্যের ফলে সৃষ্টি হয়েছে এক নতুন সামাজিক সমস্যাঃ ব্যাপকহারে বিদ্যুৎ চুরি। যারজন্য উৎপাদনের ক্ষেত্রে যথেষ্ট উন্নতি হওয়া সত্ত্বেও সব সময় সঠিকভাবে বিদ্যুৎ সরবরাহ করার ক্ষেত্রে বাধার সৃষ্টি হচ্ছে। আগামী বছরগুলিতে এদের বিরুদ্ধে লড়াই এবং অধিক বিদ্যুৎ উৎপাদন দুই ক্ষেত্রেই আমাদের সংগ্রাম অব্যাহত থাকবে।

আপনাদের কাছে বিশেষ অনুরোধ এই সংগ্রামের শরিক হয়ে হকেলদের বিরুদ্ধে সর্বত্র তৎপর হোন।

প্রত্যাশার প্রতীক

পশ্চিমবঙ্গ রাজ্য বিদ্যুৎ পর্যদ

PRESENT DAY JOURNALISM AND IMAGINATIVE SPECIALISATION

- A. K. Bhowal, Editor, The Overland

THERE can be no denying the fact that newspaper today is more an Industry than a noble profession. This change, however, did not take place overnight. In Europe, sea-changes were observed in Media-business during the first few decades of post 2nd World War era. But, in India replacement of value-based journalism by profit-based journalism has been a recent phenomenon. Whether such change is desirable, or not, especially when the commodity is no less than information, is a debatable question. But, media-watchers justifiably argue that in a competitive climate, only imaginative specialisation can land newspaper Industry into a comfortable position from where it can face the challenge thrown by Small-Screen and insure profit and proliferation of information as well. Unfortunately, imaginative specialisation in our country hardly involves any activity beyond publication of exclusive magazines. Growth of Fashion Magazines, Sports Mags is as prolific as rabbit but imagination for specialisation has little connection with it.

Keeping all these facts in mind "Overland" from the first day of its modest beginning concentrated most upon rural heartland unlike the existing city-based newspaper jostling among themselves only to find an inch-space in a crowded Market.

A recent survey conducted by a reputed market research organisation reveals that while all the top mainline dailies are clearly obsessed with hard political news aiming at urban readers rural Coverage has alarmingly been reduced to mere 2 or 3% on an average.

As a result of increasing literacy rate in rural area a huge market is there which is hungry for news and which again is lying untapped by our urban dailies. Rural people have their own problems and sentiments, pleasures and discontent and they want thus to be voiced through newspapers. But who cares.

Many eyebrows were raised when we tried to swim against the tide but overwhelming success registered by 'Overland' within a very short span of time points to the fact that thus the 'baby' has found a permanent place in the heart of rural Bengal. No that it has created waves only with its pointed rural emphasis and wide rural news-gathering set-up but the independent and fearless character of this daily has tremendously contributed to its instant success.

'Overland' consciously steers clear of all meaningless controversies and has purely become a forum for rural people. Instead of long confusion-packed political commentaries 'Overland' has introduced an agony column, 'Bidhayak Najar Din' where readers can voice their grievances. This column is very popular because there are number of cases where the concerned Bidhayak or Legislator has taken immediate action on the basis of the complaints published in this column.

There are pages on women that consciously keep safe distance from pseudo-feministic propaganda and give more emphasis on real problems of women. Regular pages are brought out on Panchayats, Children, Health, Transport, Agriculture, Economy, rural Sports, rural Culture, Tribes etc. For a variety of reasons students of rural areas cannot afford to pay for private tutor. 'Overland' has an exclusive page on education for them. Its feed back column is also very popular. Apart from a dedicated team of rural correspondents (Independent News Agency) engaged in news gathering from every nook and scranny of rural Bengal a hardworking and sincere team of young professionals is another asset of this newspaper and 'Welfare of Society' has been the main driving force.

As is mentioned above rural readership will play a very significant role in the years to come and that alone will decide in a large measure, the future destination of Indian Newspaper Industry.

'Mahatma Gandhi' once said 'Newspapers in India are the clearing agencies for poor villagers'. There is no reason why one should take it as a 'Quotable Quote' only when imaginative specialisation and professional commitment to the society can proceed hand in hand.

The Cartoonist as Crusader

Chandi Lahiri

PRESS freedom is conspicuous by its absence. It is best felt when it does not exist. The only two or three countries that boast of freedom of the so-called press actually boast of peoples' consciousness of their democratic rights. It never implies that the government is liberal enough to grant full freedom of expression to its Press people.

A lecturer of Pol. Science may teach his students that a democratic government is elected by the people and for the good of the people and of the people. To the people of the Press, this theory is only a hoax to befool people.

The bitter truth is that there is nothing called people. A handful of motivated persons band together in the name of a political party and nominate some human beings to contest a particular election and if most of these nominated persons win, they may form a government composed of human beings. These human beings, after becoming ministers, behave like human beings with all the virtues and vices that are common among ordinary persons. A newspaper man, specially a reporter, knows very well that a minister, however high-sounding name it may be, is composed of frailties sometimes making a quick buck within a short period, appointing close relations to important chairs, distributing permits to his own yesmen and through him earn some cut money - are only a part of the game. When the MPs increase their own salaries all by themselves, without asking for any approval by the voters, democracy stands naked. It is this weakness of the politician as a man that form a Cartoonist's Capital. Much more than ordinary reporters, a minister is treated by a Cartoonist as an ordinary human being devoid of what the government machinery wants him to portray.

Sometimes these human weaknesses are overexposed and the minister's make themselves laughing stocks allowing men around the corridors crack jokes. During Chandra Shekhar's Premiership, his Deputy went all the way to Oslo with the pretext of joining the funeral of the king of Norway. He came back all the way with a Holstein Cow in his plane.

His I-B minister went on making love with a T.V. newscaster showing no respect to office discipline and married that girl while still remaining a minister. Had he not been a minister the Secretary of the Department would have been compelled to sue the man, (unfortunately a minister), for moral turpitude.

But the Cartoonist is also a man full of human weaknesses and his honesty and forthrightness can easily be shadowed by favours.

Cartoonist Shankar, who is often termed a Doyen of the profession, was highly critical of Patel, Panth, Kripalani, Masani, Rajaji and all others. But never he did anything against Prime Minister Nehru. The Indian Prime Minister took the Cartoonist with him to Moscow in 1956 and it was deemed an honour. Nowhere in the world a Cartoonist is taken with a Prime Minister's entourage.

I have personally seen what Atulya Ghosh, an MP and member of AICC during Nehru's lifetime, did for the political cartoonists of the newspaper I served. That political Cartoonist always worked hard to create an image of Atulya Ghosh through his Cartoon.

But there were occasions when Cartoonists fought their battle with their heads high and faced all the odds. They fought single-handed, since the word Press-freedom was nowhere near the scene.

Kaiser Wilhelm arrested one Cartoonist early this century and threw him to prison for hard labour. But the crusader went on drawing Cartoons against the King with his hand and legs still fettered.

Daumier is now more known as a painter of classical style than a Cartoonist. But in his lifetime he was better known as a Cartoonist. No French artist had done more Cartoon than him. His friend Philibon published political pamphlets and Daumier supplied Cartoons to strengthen it.

King Napoleon III had none of the qualities of the Original Napoleon but he thought himself worthier than the first. The new incumbent was ill-tempered and lacked the qualities that constitutes an Emperor. So his face was drawn in the shape of a pear. To call someone a pear in those days meant blockhead or a fool in disguise. Daumier was thrown to prison for six months. He never stopped inside the jail and began to draw cartoons more aggressively and through secret outlet got published in countries not friendly to Napoleon the Third.

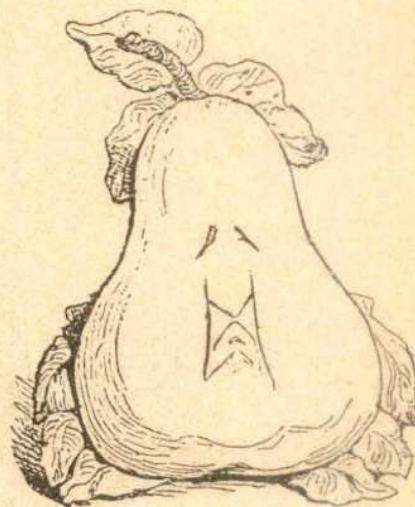
But none fought a moral battle more vigorously than Cartoonist Nast of the USA. Thomas Nast (1840) came from Germany at the age of six and started drawing at sixteen. In 1862 he joined the Harper's Weekly and spent a little over a quarter century there. President Lincoln said of him during the Civil War "Nast has been our best Recruiting Sergeant".

Nast became a household name for the fifty Cartoons he did for crusading against corruption in 1871. At that time, that mighty "Boss Tweed and his Tammany Ring" of New York City was what Suraj Deo Singh was in Jharia Coalfield. Nothing could be done without his prior sanction. Tweed broke the law flagrantly and nothing could be done because of the political clout he enjoyed with power at that time. Of the many charges that often surfaced, one was for instance - Tammany charged New York City almost three million dollar for the work of one plasterer for nine months. When Boss Tweed found his Cartoon in Harper, he quivered in anger "It tell you, these pictures are d-dangerous and w-we g-gotta stops 'em". Tweed did not normally care what the newspapers wrote of him and his musclemen were mostly illiterate - but they could see pictures. His muscle and money power gave him opportunity to serve for one term in the New York Senate. But he could never stand for a speech. But Tweed knew the art of political manipulation. The big Boss and his men "together controlled all city offices, even the lowest jobs, and the state legislature and took graft everywhere. In a period of twenty months, they wrung 200 million pounds in graft out of New York City."

The New York Times started exposure stories and Nast's weekly Cartoons in Harper's translated them into devastating pictures. "Tweed wanted Nast stopped. At first, Nast received threats that he ignored. Then came new tactics. They were determined to buy where they could not intimidate. An official of the Bank the Ring called on Nast to tell him that some wealthy admirers believed study abroad would benefit him. They would put up \$ 100,000 to underwrite it. Nast blinked. He was being asked not to draw cartoons. The gang would pay twenty times more than \$ 5,000 a year Harper's paid him to draw them. Nast blinked again and asked whether the banker thought his friends would put up \$ 200,000. The banker pondered a bit, as bankers do when parting with money, then said - from what I have heard at the bank they might. You have a great talent but you need study and you need rest." Again Nast blinked.

The banker gave his final term - "you can get five hundred thousand in gold to drop this Ring business and get out of this country".

Nast has played the game far enough, even though he savoured being offered a fortune, no other Cartoonist had ever been or would ever be offered. Nast answered- I have made up my mind to put those fellows behind bars and I am going to do it. Nast went on fearlessly drawing his Cartoons that aroused public opinion against the culprits. The Tweed ring was voted out of power.



finer traits. To Leonardo's *anatomie du laid*, Lavater opposed an *anatomie du beau*. He also invented a technique of showing the degrees by which animal creation gradually approached human creation—frog into prince, monkey into Sir Isaac Newton. It was a weird, vague anticipation of Darwin's law of evolution. This technique of successive transitions became one of the favourite tricks of German caricature; though the best known example is the transition from prince to pear, in Charles Philipon's caricature of Louis Philippe and the pear.

Problems and prospects of journalism education

-- Snehasis Sur Guest Lecturer, Department of Journalism
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CAN Journalists be made or are they born? This has been the question often asked by many veterans and as well as high brow new entrants in the profession. They also say that not a single renowned journalist has ever been to any journalism-school.

Are the film directors trained from film schools? It is also said that most of the famous film directors of the world have never studied film-making in any of the so called film-schools. But, at the same time, a lot of thoughts are being given in setting up more and more film-schools in our country and abroad, irrespective of the country's adherence is democratic or socialist outlook. Let's put the question the other way round. If we get the world famous film directors without any training in film-schools, then why should we go for film-schools? The answer is not the point of getting one or two film directors, it is the question of having a new class of competent and professional film-makers in large numbers to meet the increasing demand in the industry. Again, it is not only the question of having creative film directors only, it is also required to have a band of professional cinematographers, film-editors, sound recordists and other professionals related to the film industry. If they are made available in good numbers from the film-schools to the industry, why should the industry then depend on the quacks. Moreover, it is always better to have a professional with a proper background of his subject including its grammar, ethics and the latest trends.

Is there any need of Journalism-schools? :

So much has been said about films, is mainly to establish the case of journalism. There are a lot of similarities in both the subjects as far as formal education in both the streams are concerned. It is also true that for being a successful reporter or journalist, any kind of formal training is not a precondition as is also not required in film-making. Can we then say that there is absolutely no need of any journalism-school? There is no doubt that the so-called journalism-schools have earned a very bad name in our country, which is not true for the film-schools. About ten years back, it was such a situation that established newspapers preferred freshers to the so-called trained journalists coming out from the so-called journalism-schools. Why was it so? Let charity begin at home. Why don't we try to investigate on the status of journalism education in our country.

Who studies Journalism? :

First of all let us consider who goes for a formal course in journalism. There are two types of entrants. One, those who love journalism or have made journalism their passion or have developed an aptitude for it. The other type is who do not have any educational ladder open to them other than journalism.

One thing holds good for both the above mentioned categories is that nobody can be made a creative writer. It may be mentioned that a journalist may not necessarily be a creative writer, but what is required of him is that he should be a good writer. What can be done and should be done in a journalism-school is to give exposure of the tools, techniques, tactics and the basic working rules of the-trade so that one can be made a professional in the field of journalism. It is never said that one cannot become a professional in the field of journalism without any formal training. But it is also true that whatever training is imparted in journalism schools is very useful. Moreover, it is conducive towards becoming a professional journalist. The type of training that a fresher gets just after joining a media unit, from the day to day working of the media organisation, should be the style of teaching in all the journalism-schools, so that there exists no considerable gap between the academic knowledge and the profession.

Journalism-schools.

Let us consider how journalism is taught in most of the journalism schools. If music cannot be taught without a pair of tabla, if chemistry cannot be taught without a laboratory, then why should journalism teaching be confined to the four walls of the class room having just a blackboard on one side. By and large, this had been the situation of most of the journalism schools in our country. There are two types of journalism schools as we all know. One, which is recognized and run by any university or renowned institutions like Indian Institute of Mass Communication or Bharatiya Vidya Bhavan. The other type is, which are run by so-called professional and career development private institutes whose prime and the only objective is profit making. One can not and should not expect any socially productive thing from them. Though sometimes they take help of some modern teaching aids including audio-visual aids, it is only for maintaining their salability of the course in the modern competitive market.

To bridge the gap between academics and profession :

It is a fact, that all over the world there exists a gap between the academics and the profession in the field of journalism.

As a result of this the journalism-school pass-outs are not always welcome in the media world. Now, how to bridge the gap. It has been a well established fact that the style of teaching in all the subjects has been changing like anything in the last ten years. The methods and style of teaching have become more participative, where several teaching aids like audio-visuals have been incorporated.

The role of the University Grants Commission :

The University Grants Commission has been playing a great role in improving the infrastructure in the University run Journalism-school. As a part of its special Assistance Programme funded by the UGC, lot of modernisation activities have been taking place in different journalism schools in various universities.

Audio-visual teaching aids :

Now, what is lacking is a little more co-ordination. A set of audio-visual training materials have to be made available to the journalism schools. Either, UGC should make a proper series of audio-visuals available or it will have to co-ordinate among its several AVRCIS, EMRCIS, NMRC and find out a proper package of audio-visuals on each subject of journalism. There are organisations like Film and Television Institute of India, Pune, Indian Institute of Mass Communication, New Delhi and several other universities which have got a good journalism school having a proper audio-visual production set up. These institutions should be well co-ordinated to make the audio-visual package available. There is another organisation called Indian Journalism Education Association set up in 1971 and run under the auspices of the Indian Institute of Mass Communication whose activities are not well known and which can take the leadership in co-ordinating the problems faced in journalism education. There are other international organisations, like, Asian Mass Communication and Research Centre (AMIC), Singapore, or Fedrick Effert Stiftung (FES), a German foundation working on communication. The role of Press Institute of India also cannot be ignored in this regard.

Co-ordination among Communication- organisations :

What is required at this hour is a regular and proper co-ordination among all these organisations working on communications. A full fledged discussion on the problems on journalism education and a serious effort to solve them must be made so that journalism training becomes more and more modern and up to date. There are other aspects which can give the journalism education a new direction. One of which is making the course more and more practical oriented. The students should be exposed to actual press conferences, spot reporting, feature writing and investigative reporting, regular publication of lab journals for becoming familiar with production, etc. All these things do not require any assistance from outside; what is required for all these is a little bit of initiative from the faculty and some motivation and compulsion for the students, may be by bringing all these things under the purview of syllabus and examination.

Attachment Training :

The other important thing is attachment training. This also will have to be arranged on a regular basis so that the final year journalism students should go to different media units for attachment training to get a first-hand knowledge of the day to day working of that particular media organisation.

Should communication courses be residential?

Debate could be initiated whether the communication courses should be made fully residential. This could be helpful in creating an informal atmosphere of interaction between the trainers and the trainees and as well as more interaction among the trainees themselves as in the case of Film Institute, Pune. Informal discussions, on contemporary issues on communication, getting more reading time in the libraries, viewing audio-visual programmes, doing more assignments and research works etc can be done in a very congenial manner if everybody is residential having advantages of the campus life.

Since, it is not possible very easily, one substitute which can be thought of is organising Seminar Schools. Students, faculty members can stay in a campus during the summer vacation or in any other suitable time for a period of one month or a fortnight, when a daily routine can be followed where workshops and seminars and lectures by eminent personalities could be arranged and students can be exposed to a number of assignments and also they can take the benefits of informal discussions on important topics.

Communication Research :

Communication research is one more thing which is very much neglected in some areas of journalism-training. In fact, these are the aspects of communication training, which are to be strengthened and which also require formal knowledge. It has been mentioned that anybody can become a good journalist/reporter without any formal training, but, none can become an expert on communication research without having specific knowledge on the subject. Media is playing a vital role in the society today and that role is also changing very fast as the content and the format of the message sent by the media are also changing very fast causing a rapid change of the impact of media on the society. Now, these are to be studied in depth and researches and survey are to be conducted to find these things out. So, there should be a proper set up with all the journalism schools with adequate funds, having the proper expertise to conduct the research with proper methodology applied and having a proper outlet for publication of those research works. For this, proper trainers, training programmes are to be conducted for the research guides and proper funding should be arranged for. Again, some premier organisations of communication training in the country should play a vital role in this respect.

Faculty :

In case of journalism training, there should be a healthier combination of full time faculty members, who will totally devote time on academics and communication research, and also of part time or guest faculty members drawn from different media units who are specialists on a particular aspect of media like printing and production. These part time faculty members by virtue of their association with different media units will keep the students updated with the fast changes in the respective fields of media and can make the course really practical oriented which will help in bridging the gap between academics and profession. The full time faculty members can devote more time to the students and can conduct several research projects and strengthen the administration of the dept which is required to implement the modern changes of the profession in the journalism schools. If both of them can play a proper complementary role, then the department can really flourish.

FUTURE PROSPECTS :

Future for the passouts from the journalism schools are neither bright nor bleak. But, one thing can be said that it has improved. The apathy of the media-organisations on taking pass-outs from journalism-schools has at least gone and at the same time they are also not very keen to take someone only because he or she is a passout from journalism school. Everybody has to compete now a days and prove his or her worthiness. There is no doubt that journalism training can be a candidate's added qualification. There are areas like govt and semi-govt jobs where weightage is given to the passouts from the journalism schools. Moreover, emergence of more and more audio-visual production houses and networks, there will be a rising demand for the trained young people for audio-visuals.

If subjects like management and Public Relations could be developed as a full fledged subject of study and a formal education on these subjects are welcome for giving appointment to any managerial or PR position, why not this be done in case of journalism. This can only be done if considerable improvement can be made in the study of journalism. If a student can be properly trained in any journalism-school with adequate practical knowledge, there should not be any reason for not being accepted in the profession. But, if anybody thinks that he or she will join a journalism school as an educational refugee taking it to be as an educational asylum finding no other way he or she will not be made a journalist overnight.

What is most important is reshaping the journalism courses according to the need of the profession and training the would-be journalist according to the requirements of the profession. If this could be done, then journalism education will get a position in the academic as well as professional field.

A THREAT FROM MASS MEDIA

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At any given time and place, mass media perform one or more of the several well-documented functions such as those of information, education, entertainment, debate & discussion, cultural promotion, etc. While so doing, they produce intended and unintended effects leading students of communication to observe, comment upon and develop the 'effects orientation' or 'effects models.'

Champions and critics of mass media or mass communication have, over decades of the present century, kept alive a number of controversies concerning mass media and society. A few durable ones can be listed thus: 1) mass media corrupt public taste, 2) mass media present partial reality as whole, thus mislead the public, 3) mass media 'sensationalise', 'investigate' and end up distorting the reality they claim to portray, 4) cause widespread lack of social and moral sense, 5) engender moral degeneration, 6) concentrate on surface reality, particularly with regard to politics, and 7) suppress creativity, 8) desensitise masses.

The defenders come up with such positive influences as 1) expose sin and corruption, 2) zealously guard free speech, 3) take culture to the masses, 4) entertain the tired labour force, 5) inform people about the world, 6) stimulate the desire for a better life.

Perceptive scholars have sought answer to three fundamental question relating to mass communication. They have also set these up for the rest to deal with. Simply stated these are, 1) What is the impact of a society on its mass media? 2) How does mass communication take place?, and 3) What does exposure to mass communication do to people? It is well known that the third question has drawn the most attention. A striking reflection of this tendency is again the 'effects' paradigm.

This brief paper does not explicitly aim at joining the champions or detractors of mass media. Nor does it belong exclusively to any of the three questions. Its place clearly is, both in the second and third questions: How mass communication takes place and what does exposure to it do? Its relationship with the latter is self-explanatory. With the second, it relates in that it loudly talks about implications (insidious even) of mass media with intrapersonal communication and individual growth – and not really or merely with interpersonal communication. At this stage, one might pertinently recall the complaint against mass media of 'suppressing creativity'. McLuhan showed foresight when he declared that the growth of mass media has marked the beginning of the decline of civilisation.

History of all knowledge and knowledge-creation centers around a radical (but not very popular) concept developed in social psychology. The concept, like most fundamental thoughts, is succinct: How does one relate to i) oneself, ii) others, and iii) nature? Answers to this boil down to the way we have been, we are, we will be, and most importantly the way we should be.

The focus here is on what mass media do to an individual's ability to relate to oneself. The hypothesis is that they,

- i) take the individual away from self,
- ii) while so (i) doing they distort the self, and
- iii) due to (i) and (ii) they impair individual's ability to relate to others and nature. The argument is that this occurs mainly amongst those individuals who form the audience of or those who patronise the,
- i) the big mass media,
- ii) perishable, quick-consumption mass media
- iii) entertainment mass media,
- iv) commercial mass media of advertising, and
- v) habit-forming, addictive mass media.

One characterises such mass media as those relying heavily on the 'sensational', 'sensual', using 'commodity aesthetics', 'chimeral novelty'. The one inviolable guideline to their functioning is to inform through sedative entertainment. The controllers of these mass media circumscribe the universal tasks of collecting, presenting and disseminating messages by dressing and designing the messages, enhancing attraction value, trapping attention at all cost, instant transfer of stunning looks in place of content or meaning. Assuming critical importance are typographical devices, blurbs, bleeds, hysterical headlines merging smoothly into loud intros, overpowering visuals as the main editorial copy. Coloured newspapers and magazines had unalterably transformed the till then dull mass media scene and the audience dependent upon them. Television many wrongly said added the edge – for it is the edge itself. Satellites, and increasing number of channels that it is bringing along,

has unimaginably widened and sharpened that edge – the edge that has painlessly cut the individual from self and others.

Computers have provided the awe by showing its mind-boggling scope in speeding up and condensing the ability to store, process, retrieve and disseminate information – the vital element in all mediated mass communication.

Investigative stories, scandal-mongering, portrayal of violence, continuous but random coverage of sensational happenings, single-minded pursuit of scandals, scams in their superficialities – to the point of making them the only agenda for the thinking and thoughtless – all these mass media 'wares' are pointers to a distinct tendency to create excitement after excitement. And excitement is believed to be the direct effect of what is new and news. Bertrand Russell's lament seems prophetic and pertinent: that mass media seem to be engaged in helping commit collective suicide through perpetual excitement.

Yet another but related strand being pursued here is that wherever and whenever mass media, of a certain kind, grow they invariably leave very little time for the individual to engage in productive, guided introspection – i.e. meditation, one essential kind of intrapersonal communication. A related point is that such mass media take masses away from direct experiences of life – substituting the same with mediated ones. The latter are i) centralised, ii) synthetic, iii) larger or smaller than life, iv) glamourised, v) dramatised, etc. versions of reality which is rarely real. The life-experience, even when they are of inferior quality, can be reasoned as of greater value to individual growth.

In fact, continuous, habit-forming exposure to the type of mass media described – besides causing observable 'physical health' (put in quotes, knowing that health can't be rigidly split into physical, mental, etc. unless one, at once, recognises the holistic picture of health) problems – has a marked tendency to encroach upon the non-exposure hours of the individuals.

Because the exposure provides material, talking points for 'introspection', 'sharing' – what quality of these would be can at best be a matter of futile debate. Mass media managers glibly, smugly talk about the 'remote-controlling' they do of mass perception and drum up success stories illustrating 'attention monopolising'. The naive communication scholars sometimes gleefully refer to this mass media invasion, dominance as 'mediacracy'. Including them all, everyone admits the increasing power, hold, domination of mass media – far many more than many think one suspects, also realise, the debilitating influence of the mass media grip. While every one who is in this grip is a near-helpless victim, one must feel most sorry for the children – who are being alluringly led into this clutch against one guesses parents', and teachers' wishes. But then, do we have alternatives – as attractive if not more than the ones offered by mass media. Alternatives that generate productive tendencies, that recognise the uniqueness of every social individual and seek to promote it, that enable us to respect the 'being' mode' of existence as incomparably more superior to the 'consuming mode' offered by the mass media. Or may be a few more generations will have to commit collective suicide as the price for the kind of communication mode we have adopted, before wisdom dawns.

The Indian Press : The Past Tradition & The Present Challenge

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IN a multi-lingual and multi-religious society, the country faces, inevitably, the dual challenge of integrating the various cross-sections of her people and at the same time, ensuring the expression of its ethnic and cultural diversity. Viewed against the homogeneous countries of the west, one may wonder how far this diversity is consistent with national unity. But the quintessential India is a great meeting place of humanity. In an inspired vision of this eternal India, Tagore has identified the country as a pilgrimage for many creeds, many cultures and many races in his poem 'Bharat Tirtha', in his novel 'Gora' and numerous other essays.

It is noteworthy, as Prof. Umashankar Joshi once pointed out, that all the religions that had their origin in India are against conformism. The Veda says: "Ekam Sat Viprah Vahudha Vadanti"-Truth is one, the wise talk of it in a variety of ways. The Buddha said to his followers that they should not follow something because he had said it, they should follow it only if it had their own approval. Jainism developed the theory of 'Anekantavada', that truth can be reached by more than one path.

So far as religion is concerned, it is a fact that religious co-existence has always found its ideal form throughout the history of India. It is interesting to note that prior to 1947 in undivided India, it was non-Muslims who were the biggest publishers and distributors of Islamic literature. It is even more interesting that in divided India, it is still the non-Muslims who are to the fore in this field. In these critical times, when the country is beset with many problems, when all sorts of divisive forces are raising their ugly heads, it is necessary for one and all to appreciate that religion does not divide but unite. True religion preaches friendship, contentment, compassion and faith.

India's peculiar genius for synthesis, the spontaneous growth of a tumultuous variety of life-patterns and beliefs, has developed a rich composite culture- exemplified by its music, art, architecture, literature and even religion. Somebody's vision of the composite culture of India will depend on how much of the country one has really discovered. If one discovers with one's prejudice certain periods of India's history to the exclusion of others, his vision will be so much poorer, so much myopic.

Emotional Integration:

As the pioneer of all progressive movements, the Indian press had discovered the essentially integrated pattern of the Indian culture long before it became apparent to our philosophers and historians. It was essentially in the passage of newspapers that the vision of this country as an integrated, cultural and emotional entity was reflected for the first time in our history. It had given an eloquent expression to the spirit of nascent nationalism and encouraged the growth of a national outlook amidst peoples with diverse customs and practices. In a memorable ode, published in the "India Gazette" in the twenties of the nineteenth century, it was Derozio, the stormy petrel of the young Bengal movement, who conjured up the vision of a united India. Even "Vande Mataram", the first of our national anthems, was originally published in a periodical, long before the novel "Ananda Math" was written.

If, as some people argue, political and administrative integration of the country was forcibly imposed by the British, the far more difficult task of social and emotional integration was achieved through the relentless efforts of the Indian press. During the days of national struggle, the press had acted not merely as a mirror of national life but a mirror that inspired the people with the vision of a united India.

In today's complex and confusing scenario when secessionist forces and religious fundamentalists have launched a vitriolic campaign to demolish the mosaic of our regional, ethnic and religious diversities, the average Indian citizen looks up to the press as the conscience-keeper of the nation to uphold the country's secular tradition and values. Newspapers, sometimes described as the 'poor man's university', faces today the grave responsibility of assuming its traditional role of teacher to forge a closer bond of understanding among the people of India.

Our press has a healthy tradition of respecting the pluralistic nature of our societies. It has, generally, resisted any attempt to iron out the distinctive identities of the different regions in the name of unity or unification. The ideal of national unity must not and should not engulf indigenous culture. The Indian idea of unity is not uniformity, but harmony. We look up to the press to reflect and recognise the variety and harmony in national life and promote mutual tolerance and respect among the diverse group of people in our country.

The Indian press has always been known for its sanity over sensitive issues like communal and ethnic disturbances. But at the threshold of the nineties, it appeared that a large section of the press, almost all of a sudden, lost its balance and fairness while reporting communal, caste, ethnic and other confrontationist incidents. Many of the newspapers betrayed a sinister and dangerous slant in reporting the riots and other related issues, arising out of the Ram Janambhoomi-Babri Masjid controversy. Unverified information, irresponsible guesswork and sometimes emotional writing calculated to incite violence raised serious doubts about the social responsibility of the press.

Polarisation

In the wake of the post-Ayodhya situation, a new kind of polarisation seems to have taken place in the Indian press on communal and regional lines between the "elitist" English papers, that are seen to be anti-Hindutva, and "sons-of-the-soil" regional papers which are believed to be in tune with the Hindu popular opinion. Suddenly, the language one writes in determines the political hat he wears. This is wholly out of keeping with the glorious tradition of the Indian press. A free and objective press can hardly flourish in a climate of distrust and suspicion.

In all inflammable matters relating to caste, community and religion, there has to be a careful sense of proportion in evaluating sources and assessing motivation in order to sift disinformation from hard news. The most horrific event can be narrated with restraint in order that tension does not reach ignition point. Writing in the "Young India," nearly seventy years ago, Gandhiji underlined the need for restraint in these words: "Granting that a Hindu or a Mussalman utters a hasty word, it is no business of a pressman, who wishes well to his country, immediately to advertise it. It would be criminal to exaggerate such blunders" Without this basic commitment to the welfare of the society, inherent in Gandhiji's observations, the press would be perceived as merely exercising power without responsibility, the prerogative of a section of the society, people do not generally think very high of.

It is easy to identify heavily slanted reports, which are out to incite communal passions and violence to serve vested interests. In publications like "Saamna" of the Shiv Sena or "Panchjanya" of the Rashtriya Swayamsevak Sangh, militant, extreme and communal oppositions are taken. Often this extremism is wrapped in "nationalism" while trying to battle the identified "enemies," - in this case, the Muslims - publications like "Dawat" and "Hindustan", Urdu dailies from Bombay, provide the flip side, playing on and encouraging the siege and ghetto mentality of the minority community, constantly under pressure from the enemies which they have identified on their part.

These are publications of communal and right wing organisations, which pursue the given line with a vengeance. Then there are publications which toe the same line although they are not party organs. Because they are not owned by avowedly communal organisations, the slanted reports they publish seem to carry a slightly greater degree of credibility. To that extent, they end up providing legitimacy to questionable force. The role of "Amar Ujala"s in reporting on the Ayodhya episode, for instance, was part of this controversy. The Press Council on its part has hauled up several publications like the "Aaj", "Dainik Jagaran", "Swatantra Bharat" and "Swatantra Chetna" over a period of time for their distorted and communal slant in reporting. Eloquent in content and graphic in description, they play on the sentiments of their readers in different ways.

Fishing in troubled waters

As the country continued to burn, some newspapers saw in this an opportunity to fish in troubled waters - a bonanza to step up their sagging circulation. As Digant Oza, Editor of the Gujarati "Loksatta," observed: For the proprietor-editor newspapers are not a mission but a commission. "They have become pro-Hindutva because of the number of copies being sold." Indeed, there appears to be some link between circulation and a paper's stand on Ayodhya. "Gujarat Samachar" in Surat crossed the one lakh mark after the riots to become the city's number one paper. "Navakal" is another paper which has witnessed dramatic rise of 50,000 copies in only two months, in the aftermath of the Ayodhya incidents. The front-page editorial of the "Navakal" after the mosque demolition was titled: "Revolution in Ayodhya." In such torrid and turbulent times, when communal frenzy, at least temporarily, seems to triumph over sanity and secularism, should not every professional journalist introspect about the ethics of building up circulation at the cost of social responsibility?

While it is not difficult to identify a blatantly communal statement or remark, the problem often comes in reporting on the grey areas. One instance of this is reporting on a statement which may not, in itself, be communal but the intentions and undertones of it are. Should a newspaper give space to LK Advani's concept of "pseudo-secularism" which, shorn of its euphemistic political veneer, becomes blatant anti-Muslim.. when translated by workers at the ground level? Should a correspondent be an inert carrier of what the 'Imam' of Jama Masjid Syed Abdullah Bukhari or Syed Shahabuddin say regardless of their possible impact at the grass-root? Where does political reality and communal politics begin? The distinctions are increasingly becoming blurred.

It is no longer a secret that communal forces have infiltrated the press to ensure that their view point gets adequately reflected. Words which at one time figured only in party organs have been brought into the mainstream today through, for instance, street-level agitations. Suddenly a whole new range of words have muscled their way into the political lexicon after establishing themselves in the party organs. By using terms like "pseudo-secularism" or "minority appeasement," there has been a calculated effort to make them "popular" and therefore "legitimate" and "acceptable" in Parliament and outside. Their usage, without quotation marks, of terms like "sants", "sadhus", "mahanta", "Kar sevaka", "Kar seva" "imam" or "mullah" not only legitimises them but even glorifies and sanctifies them. For, the use of these words signify not merely change in the vocabulary but also a definite shift in attitudes. A reporter covering these events gradually becomes a conduit of these views and terms.

National dailies

The malady is fast becoming rampant even in the so-called national dailies. Take, for instance, this edit page article that appeared in the "Indian Express" on November 25, 1992: "BJP is not a conventional party, nor should it be. For an organisation whose ideological impetus is to rebuild India, the BJP cannot afford to be a normal political party. The tab before the BJP is best captured by an incomparable word from the American language "awesome". Another example, also from "The Indian Express," November 15, 1992, a euphoric report of the BJP's national executive meet: "It was well a truly the charge of the saffron brigade. For three days, it seemed that temple town of Bhubaneswar had been hijacked by the Bharatiya Janata Party for its national executive meeting beginning from November 6. The city was ablaze with saffron and lotus flags dotting the sky. With loud speakers blaring out paucans in the greatness of Lord Rama all over the city. In fact those three days, the town sported a festive look with huge flower-bedecked gates welcoming the BJP luminaries. Giant posters of the BJP leaders smiling down on the masses suddenly sprouted all over the city, canvassing support for the Hindu cause".

"It is obvious that the objectivity of these papers lies not in the high sounding principles and theories enunciated by editors, executive editors and associate editors. Their 'objectivity' lies in the way they use every word and visual, for it is every word and visual that shapes popular consciousness. As a journalist, Gandhiji felt: "To be true to my faith, therefore I may not write idly. I may not write merely to excite passion. The reader can have no idea of the restraint I have to exercise from week to week in the choice of my topics and vocabulary. It is training for me. It enables me to peep into myself and

make discoveries of my weaknesses. Often, my vanity dictates a smart expression or my anger a harsh objective. It is a terrible ordeal but a fine exercise to remove these words." Aren't these words far more relevant to our times than when written sixty-eight years ago?

Let's take some more examples. The city page of "The Times of India", December 1, 1992, (when the countdown for the holocaust to follow had already begun). A prominent two-column report captioned: "2 lakh Kar Sevaks leave for Ayodhya from state" with a copy that confidently and unequivocally states: "Over 2,000,000 Kar Sevaks will leave Maharashtra to participate in Kar Seva in Ayodhya." Did the journalist count heads at the railway station? No, she is merely being objective and accurate. Her objectivity, however, gives out at the end of the report. The report mentions: "While over sixty thousands of them have already left, the remaining were expected to leave over the next two days. This information was given here by Raghunath Kulkarni, State BJP Secretary."

'Time is out of joint'

During the freedom struggle, 'nationalism' meant coming together for the singular purpose of an independent nation. As the country faces the threat of balkanisation today, the need of the hour is national integration. Just as during the independence movement, the press had played a glorious role in achieving the freedom, so can it now take on the role of crusaders for national integration.

Some may consider the suggestion as too naive. Newspapers, like individuals, do not live in a vacuum. They point out 'time is out of joint' and other venerable institutions like Parliament, Academy and Judiciary to which the society had traditionally looked up to for guidance, had already reached a state of abysmal decadence. After all, the press is a typical product of the society in which it functions. It will, as a result, invariably reflect the prevalent value system of the contemporary society. Nobody should expect the press to wear a belt of chastity in a brothel.

But then journalists may not be morally superior to the rest of the society but their basic task – to transmit the aspirations and urges of the average citizen – demands certain values and a good journalist is one who sticks to his integrity. No one today would like to share entirely the views of C.P.Scott: "Facts are sacred, comment is free" for the simple reason that no fact can be totally value-neutral in today's complex society. But the thrust of this basic argument that it is the duty of the press to check facts and to assess the context in which such facts exist has not lost its edge. Absolutely objectivity may be impossible to attain for a normal human being, but fairness is attainable and that is what one should strive for. Freedom of the press carries with it an onerous obligation which is not extinguished in times of stress and tension.

The press seeks to put everybody's house in order except its own. It is in this context that many have felt the need to enforce a code of conduct to restrain the press over reporting in any sensitive issue. Most professional journalists would, at least, informally agree about the need for such principles as accuracy and fairness. But the crucial question is: who is to lay down such a guideline? Under a libertarian system, journalists must themselves determine, both collectively and individually, their own responsibilities and guard against biased propaganda, calculated to incite communal disorder. Any form of external control, however, liberal, will always carry the danger of the cure being worse than the disease.

Public opinion

Though sometimes opinion allows to make itself felt, public opinion is the final authority and certainly, the most effective tribune in enforcing accountability. In an unprecedented move newspaper readers in the riot-torn Gujarat have built up a strong consumer movement against some major Gujarati newspapers indulging in communal propaganda. They have been knocking at the doors of professional bodies like the Press Council of India and the Editors' Guild since April (1993) last to put sense in the minds of the editors spreading the communal virus through these mass-circulated newspapers. These professional bodies, however, have no teeth. It would be interesting to examine the possibility whether the consumer courts, which have recently enlarged their scope, could step in to penalise newspapers which serve lies and half truths as news. The consumers of the newspapers will then have the right to claim damages for getting adulterated news.

The readers of Ahmedabad, Baroda and Surat have so far held meetings to build up a movement against newspapers which deliberately spread the communal virus through partisan, provocative and inflammatory coverage. Even the State Bank of India Employees' Union felt so strongly about the newspapers' communal role that it gave a call to its 15,000 members all over the Gujarat to boycott the "Gujarat Samachar" until it mended its ways. This, indeed, is a healthy development – a situation when the enlightened readers in a rare interactive gesture, have come forward to build up a strong public opinion in order to remind the press of its social responsibilities.

The press has the potential to help erase erroneous impressions and ease tension. It can also create fears and needlessly perpetuate anxieties. If the press is the watch dog of public interest, today its enlightened readers have started acting as the watchdog of the press to ensure that our press, "the Ark of the Covenant of democracy" does not become a tool in the hands of communal forces.

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Thirteen Annual Report of the Press Council of India

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for, the heart must tick on.....

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They are heroes, unseen and unsung. Sentinels of liberty keeping the wheel moving 24 hours a day, 365 days a year. It is an unending process of "karma-yagna" to which they are active participants. The human body may retire at the end of a hectic day, but the heart must tick on.

They are a band of wire service or news agency reporters who in the words of Peter M. Sandman of the State University of New Jersey "are the last dying breed of journalists, immortalised in countless old movies, who sprint for the nearest telephone to dictate a quick, breathless bulletin to the super-calm rewrite specialists back at the office." A three-word "mantra" – DEADLINE EVERY MINUTE – drives them from one post to another – speed, speed, speed, a never ending process.

They feed another group, anxiously awaiting in front of teleprinter in newspaper offices, radio or television a one-line flash "Man has landed on moon" or "India lifts World Cup Cricket" or the teleprinter bell alerts a sub-editor with a unexpected flash "Indira Gandhi assassinated" or "Lalbahadur Shastri died in Tashkent." But for speed, wire service could not have hit the banner with Shastriji's death news which landed in Indian newspaper office a few minutes before 3 am. The wire reporters have to be on their toes. But newspaper readers have no chance to know anything about the ghost writers who seldom come in the open with their by-lines unlike newspapermen. Hence they are called unseen heroes. Why not heroes? For it was an Indian wire man whose report on man's landing on the moon with Paris dateline appeared in most of the Indian newspapers.

People have a faint idea about wire service whose primary functions are to get news as quickly and as objectively as possible and transmit it to newspapers and other news media which subscribe to their service. UNESCO defines a news agency as "an undertaking of which the principal objective, whatever its legal form, is to gather news and news material, of which the sole purpose is to express in exceptional circumstances, to private individuals, with a view to providing them with as complete and impartial a news service as possible, against payment and under conditions compatible with business laws and usage."

Apart from speed, another "mantra" a wire man has to follow in every step is objectivity in reporting. He is not bothered whether his reporting pleases one or displeases another. He has to serve papers of every complexion under the Sun. In the words of former Associated Press General Manager Wes Gallagher, "we cannot crusade. A crusade that pleases one is an anathema to another." Hence the traditional wire service cult of objectivity.

M. Chalapathi Rau sounded the same caution "news agencies are not expected to have any specific editorial policy apart from following an impartial, disinterested policy where collection and selection of facts are concerned.

Thus it is again the unseen hero who feeds the newspapers with basic coverage apart from a team of Special Correspondents maintained by each paper. Sandman maintains "Most of the non-local information in the American mass media come from wire services, especially AP and UPI. These two services tell us almost everything we know about events in other states and countries. Working at breakneck speed, the wire services often provide less than adequate coverage, but without them we would have little coverage at all." The wiremen dominate with a share of more than 60 per cent of published reports in print media. Even in the Prime Minister Mr P V Narasimha Rao's recent China trip, wire men are the main live wire of the Indian media. Only a few newspapers could send their correspondents to cover the Indo-China peace pact.

Role of Cartoon in Advertising

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ADVERTISING is a force of historic importance. Democracy gives us an elected government, a multi-party system, representative bodies and a constitution. Religion has its symbols the church, the temple, the masjid and the gurdwara, and is manifested through canons law and an ecclesiastical system. While science and learning find institutional embodiment in universities, with their libraries, laboratories, computer centres, faculties and other pieces of apparatus for knowledge advertising is a product of democracy and necessary for religious and other institutions.

Economic progress and recent scientific discoveries are the main causes of the rise of 'Advertising' as a new marketing tool. The competition in the market makes it necessary to learn the art of selling, more of a particular product- a relatively low cost is resorted to, but only advertising can make the advantage known to them. In free enterprise system, consumer is the king and his wants are translated into actual purchases.

As a tool of effective marketing, advertisement assumes an extremely important role in the process, as the rat race in marketing began with the mass production and advertisement becomes the key note of success. Infact to reach the proper marketing segment, advertising is the quickest possible method at a lowest possible cost. As "Kennth A. Longman" observes "Advertisement attempts to inform, persuade a large number of people with a single communication. Therefore, advertisement means what we want to buy and what we want to sell."

With the advent of advertising "Cartoon" assumes an important role since its inception and maintains the same throughout, since "Cartoon" is more acceptable as a medium compared to illustration, photographs, including attractive models. "Cartoon" is an individualistic art. A creative brain does not work under any compulsion of grammer or theory. Usually we see cartoonists create some abnormal situations. The twisted nose, rickets or over fatty body or obnoxious hair style, bulging belly always provokes people to laugh.

RESEARCH METHODOLOGY :

This research work is an original contribution to the existing stock of knowledge. It is Descriptive Research Work, as it includes surveys and fact finding enquiries of different kinds. It can also be regarded as a qualitative research work as it is designed to findout what people think about advertisement as a whole and cartoon illustrated advertisement in particular.

In the context analysis, we analysed the contexts of documentary materials, such as books, magazines, newspapers and the contexts of all other verbal materials which could be either spoken or printed.

In this study, under case study method the behavioural pattern of the concerned unit is studied directly and not by any indirect and abstract approach. Today, in social science, the case study method is a widely used systematic field-research techniques. Dr William Healy considered this case study method as a better method over and above the use of mere statistical data. We have applied this method to study the natural history of the advertisements concerned and this method enables us to understand fully about the behaviour pattern of the newspaper display advertisements by introducing cartoon as a new tool. This method also enables to trace out the natural history of the display ads containing cartoons published in English newspapers.

OBJECTIVES OF THE STUDY :

This study is aimed at finding out the history of "Cartoon" in the field of advertisement and to explore the impact of the cartoon in advertising.

PREVIOUS RESEARCH WORK :-

"Creative decision taking within client advertising agency relations". Michell P.C.N. Brunel Ph.D 1983. Creative advertising decisions are placed in the context of client agency relationships and differing perceptions of advertising creativity.

Advertising creativity is shown to be multi-faceted, thirteen-normative approaches are determined, but discriminant analysis distinguishes differing client-agency perception towards creativity.

Representation and ideology :- reading advertisements, with special reference to selected British magazine advertisements, 1956-64 parsons, A. CNAA, Middlesex Polytechnic M.Phil. 1986.

It is argued that advertisements constitute a somiotic social resource. A communicative practice is realised using this resource which is part of the commercial function of advertising. However, this communicative practice is shown to be a limited production.

Advertising is theorised as a discursive social practice in which a communicative practice has become dominant. The discursive practice works ideologically, not simply communicatively or commercially. Market launch strategies for new technology-intensive products and processes. Bread.C. Manchester PhD. 1988.

This thesis examines the problem of how to successfully introduce new technology intensive products and processes to the market by investigating on an empirical basis how managers responsible for marketing this type of product or process have launched them.

A range of launch strategies and the conditions in which they are used are identified from an empirical study. The conclusions of this study are tested with a sample of technology producing companies. Finally links between the way of product is launched and its commercial success or failure are examined.

"The compared evolution of the European advertising industries at the dawn of 1922". Tate, H. Heriot- Watt M.B.A. 1989.

A study of the future evolution of the main actors of the advertising industry agencies, media and advertisers- examined at the European level and at the level of the seventeen countries described. Structural changes (mainly concentration) and technological changes (New broadcasting techniques) are emphasised as well as the new relationships developed in the industry.

Particular attention is given to the strategic choices made by international companies at the dawn of 1992: the choice of an agency and of an advertising direction (location/standardisation) is explained by means of examples and theoretical opinions.

CONTENT ANALYSIS :

The man's appeal for the "cartoons" registers quickly into the human brain or mind with a scope of laughter fascinated and developed towards purchase of a particular product. This key-note was discovered in the western countries way back in the 19th century. Following the success of Cartoon advertisement which left a mark towards brand recollection, became popular as a media as well as an accepted of advertisement finally assumed the identity of an art form.

"Cartoon" with its comic relief leaves mark even in the mind of children. So to say subject like "Arithmetic" or "Grammar" was made attractive to the children by use of comic relief of cartoon. Such cartoon advertisements were visible even in the form of graphics to attract clientele for a particular brand of hard drink or tobacco, much before the English press advertisement. The first English Advertisement was published in 15th century. During the period, cartoon were seen in the "London" streets in the form of posters, calling people mainly for a drink, purchase a slave, or also for many other trade including Tea, Coffee etc. With the advent of English newspaper's advertisement "The Cartoon Advertisement" landed from the wall to the table of common literate people.

With such back ground the cartoon advertisement gradually developed over the centuries and assumed a new status with the emergence of "Sir Walter Elias Disney" around early 20th century, who was considered as the pioneer in cartoon and artistry stepped into the advertisement world. He started his career as a commercial artist (1919-1920) and then as a cartoonist for the "Cansas" and "Film Advertising". He experimented with the animation film and successfully produced many of them, "Alice Comedies" (1923-26), "The Oswald the Rabbit" in (1926-28). Among his animated cartoon characters famous were "Mickey Mouse" and "Donald Duck" were became popular through out the world and his short "Silly Symphonies" cartoon in colour also became tune of the most popular screen series "Snow White" and "The Seven Dwarf", first full length animated cartoon features were followed by other children classic such as "Pinocchio", "Bambi and Dumbo". During the World War II Disney produced victory through "Air Power" 1943 based on the book by "Alexander De Seversky" in order to illustrate the significance of the aeroplane in warfare. Like Disney's "Mickey Mouse" and "Donald Duck" others syndicated comic characters like "Dennis The Menace", "Archie", "Marmaduke", "Peanuts" joined the advertisements market. The famous liquor company "Johnnie Walkers Sons Limited" used cartoon for their advertisement media during the early war years. People could still remember the smiling face of "Johnnie Walker" with his top hat and walking stick on. People of different workshop greeted this person as a model of a gentleman. Similarly there were more eminent "European" cartoonists who were a success in the field of advertisement viz, "Ray Willett", The British sports cartoonist. He sketched some beautiful cartoons for "Daily Express" of London. "The Well" was born in "Birkenhead". In 1950 his first cartoon appeared in the "Punch". Then he joined "Lord Beaverbrook" groups of newspaper. Another British cartoonist "Doughles" was also of "Punch Fame".

The influence of foreign "Cartoonist" had its impact on their Indian counterpart. The Indian readers came across a few memorable cartoon advertisement way back in 1932 on "Rosogolla" a famous Bengali delicacy which earned popularity in the year 1932. It depicted a bare bodied greedy man holding a bucket of "Rosogolla" with a smile. Bengali almanac also used to publish cartoon advertisement on various items as example "Sari-Badi Salsha" (Health Tonic). The advertisement showed an ordinary man who acquired mighty strength after regularly using the "Salsha" could even fight a ferocious tiger, bare handed. Another tonic advertisement showed a rickety mother who regained her health after regularly using the tonic "What the mother was yesterday and what she is now". In another advertisement of a cough syrup the Judge prescribe "Siroline Roche, (8) To be taken by an accused on the dock.

The book publishers of "Battalla" (Chitpur area of Calcutta) used to publish cartoons for advertising some of the Bengali books like "Gopal Bhar", "Model Love Letter", "Sexology" and lot of other kind of books. This cartoon advertisements had

5, November 4, 1945



You may care
to reflect...

that whatever your
physical proportions, you've
an excellent chance of
finding a perfectly fitting
suit and overcoat at...

Moss Bros

Bedford Street, WC 2
Nearest station, Leicester Square
Lime Street, EC 3
and branches

You keep meaning to make a will. Why not do something about it?

How long is it since you decided in principle that you should make a will?
Five years? Ten?

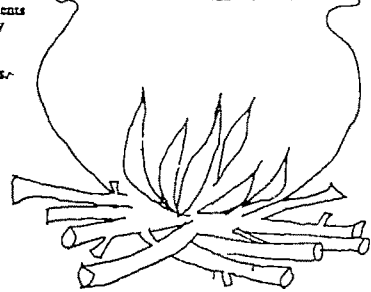
But you haven't got round to doing it. And you could drift on for another
ten years or more until you're jogged into it—perhaps by some unpleasant
event like the death of a friend.

Now is the time to do something about it.
Go into any branch of the Midland—have a
chat with the manager about your will and, in
particular, whom your executor should be.

He will be happy to talk to you about these
matters. He can also explain the advantages of
appointing the Midland Bank Executor and Trustee
Company as your executor.

The Company is an executor who cannot die
before you, who cannot fall ill and be unable to act
on your behalf, and whose staff are trained to
carry out this work to the highest
possible standards.

Making proper arrangements
is not difficult, and certainly
not expensive. But you'll
be very glad you did.
And so will your dependants.



**Midland Bank
Executor and Trustee
Company Ltd**

A member of the Midland Bank Group.

a tremendous appeal to the simple village folk of Bengal.

After being confined to Bengali almanac, hoarding cartoon advertisements came of age with Práfulla Chandra Lahri (Popularly known as P.C.L.). The appearance of "Cigarette" advertisement with the caption, "You do not know what you are missing", which captured the market over night.

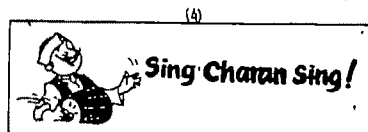
The success of a good cartoon depends (9) on the combination of an imaginative cartoonist and a daring advertisement executive. P.C.L. brought a radical change in cartoon advertisement through the advertisement through the advertisement of cigarette Will's (Scissor). It was altogether a novel experiment as well as a courageous decision. The manufacturing company who agreed to accept such advertisement campaign Imperial Tobacco Company (I.T.C) fortunately Mr G. P. Chowdhury advertisement executive of I.T.C was bold enough to venture into a new track. The close co-operation between the highly educated creative Cartoonist and a courageous Western trained advertisement executive, produced an advertisement campaign which became a grand success overnight. Those were the days when the World War II just broke out and uncertainty was looming large in trade circles. In fact Indian cartoon advertisement had its flying start at that point of time and followed by others compared to international standard.

During early 50's P.C.L.'s another unique creation was the "In search of a touch stone" (shows a wretched person with tattered dress searching for a touch stone which might change his luck. Ad by M. P. Jewellerous).

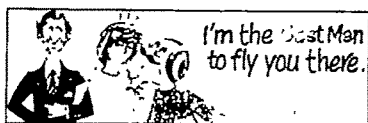
In the year 1964 we had seen in the Cookme's mashala advertisement by P.C.L. An Indian housewife usually finds it hard to grind various types of mashalas for Indian cooking. A new brand of readymade mashala appeared in the market to save the housewife from hard labour.

AIR INDIA

The great symbol of "Maharaja" is the product of Air India and H.T.A. combined. Air India was known as Tata Airlines and H.T.A. known as J. Water Thompson Eastern Limited. The famous picture of "Maharaja" that symbolises "Air India" had been used through cartoon advertisement by the creative executive of "Hindustan Thompson". The pattern of advertisement changed a lot since 1938. Virtually the symbol of "Maharaja" glued with the brand name of "Air India". Although it changed its pattern and representation yet remained same in character. The matching copy right together with "Maharaja" visiting places with his usual turban and typical moustache- made it popular through out the world "Air India" first started its campaign with a hoarding in Bombay and subsequently followed by newspaper advertisements, making the "Maharaja" as its mascot. Be it a hoarding or otherwise, Maharaja acclaimed widespread response and patronage from abroad as well. The



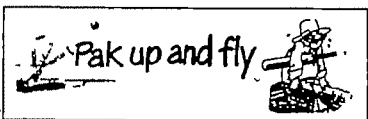
1979



1981



1981



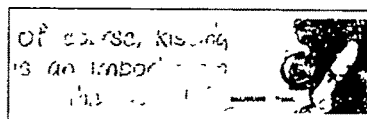
1983



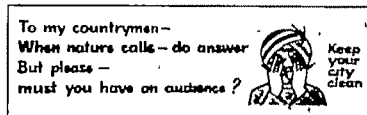
During the screening of Godfather II



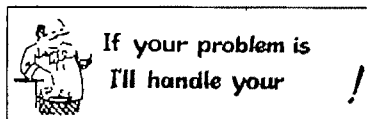
1969 Landing on the moon



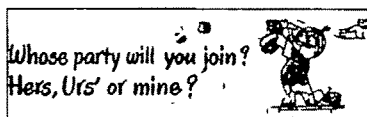
1972



1975



1976 Emergency

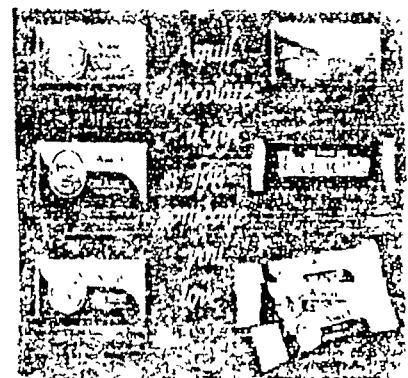


1979 Formation of Congress(I)

evolution of AIR INDIA advertisement during the past 50 years is a subject matter of research and require volumes. All these years "Maharaja" maintained high degree in the field of advertisement keeping the macot as it is -- "Air India" advertisements always responded to changes. Coming up with new ideas and surprises.

AMUL

Another popular consumer product preferring to opt for cartoon advertisement was "Amul". Initially "Amul" was a "Milk Marketing Federation" trading also in "Butter". Subsequently it diversified into "Chocolates" and allied products. Although "Butter" and "Chocolates" are made for young folks of the families, yet these can be equally consumable by all the family



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Public relations in private and public sectors

Rakhee Pal

M.A. (Journalism), IInd Year, Calcutta University

Introduction

PUBLIC Relations is defined as the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its publics. Public Relation is a sincere effort to bring about harmonious adjustment between an organisation and the community through dissemination of information, ideas about the organisation to its publics— external and internal and also providing feedback from the publics to the management.

Edward L. Bernays defines Public Relation as an attempt through information persuasion and adjustment to engineer public support for an activity, cause, movement or institution.

Professor Edward J. Robinson defines Public Relation in the following words- Public Relation as and applied social and behavioural science is that function which (1) measures, evaluates the attitudes of various publics (2) Assists management in defining objectives for increasing public understanding and acceptance of the organisation's products, plans, policies and personnel, (3) equates these objective with the needs and goals of the various publics (4) develops, executes and evaluates a programme to earn understanding and acceptance.

Sam Black says that the fundamental purpose of Public Relation practice is to establish a two-way flow of mutual understanding based on truth, knowledge and full information.

THE DIFFERENCES AND SIMILARITIES IN THE PRACTICE OF PUBLIC RELATIONS IN PUBLIC SECTOR AND PRIVATE SECTOR

Although Public Relation is the same constant and year round activity to achieve the goals of establishing mutual understanding and durable reputation for an organisation and its public yet certain differences and similarities are apparent when comparison is made between the Public Relation as practised in Public Sector and that which is practised in Private Sector.

The Public sector has played a historical role in laying the foundation of modern economy and it has served as a tool for opening up backward and non-industrial areas to industries, and to development. In the selection of sites, the need for removing regional and economic imbalances is considered an important factor. It overlooks to some extent technical feasibility for setting up an industry in a particular region. Private Sector, on the other hand have the aim of generating surplus and it usually does not find remote far flung areas lucrative for setting up industries. The Public sector has stepped in where the private sector has sought to escape from its social responsibility.

The ownership of the Public sector rests in the Government whether at the Central or the State level. So the most important public of Public Sector are the people whose involuntary savings are the financial sources for the public sectors. The Public Sector, is thus accountable to the Parliament. The Private Sector has to concentrate more on the share-holders of the company. Government and Parliament are also important public of Private Sector, because they regulate industrial policy.

Reflecting the greater public interest there is a greater coverage of the public sector by the press. There is a far greater interest in the performance of public sector enterprises than there is in regard to even large private enterprises. Therefore, Public Relation in Public sector requires greater alertness and sensitivity to public reactions and a much quicker response is required by way of explanation and communication. But now as privatization is becoming the lead word in our country, even the Private Sector cannot escape scathing attacks of the press.

While in Private sector communication regarding the enterprise emanates from enterprise itself, in the public sector the main source of communication is often the Ministry in Delhi. This naturally poses problems of co-ordination between the information centres within the Ministry. If a good working relationship exists between the two centres there may be certain advantages in this situation. A ministerial pronouncement naturally gets a wider coverage than a press release from the PR Department of the organisation. But where such coordination does not exist and communication gap develop between the two information centres serious problems arise.

The Public sector though autonomous in name has a lot of bureaucratic control as the parent Ministries and department always oversee these operations. In the Private sector, there is no such bureaucratic control and the PRO enjoys greater freedom.

Also in Public sector the budget is treated as a sacrosanct document, where there is little scope of adjustments and re-adjustments once its approved. In Private Sector, even after the budget approval, the PRO can operate the account.

Public Sector employs a very large work force. A positive approach is, therefore, needed to deal with a large number of people. The Public Relation man is required to create a feeling of identity, belonging and of common purpose among the worker. Greater sharing of information in a participative manner with worker is necessary to establish cordial relations. Although Private sector employ much less number of people, its internal public relations has to be equally effective.

OXFORD UNIVERSITY PRESS

INDIAN BRANCH

Debashis Chattopadhyay
II Year, M.A.
(Journalism), Calcutta University

The Oxford University Press is a department of the University of Oxford, and while OUP is eighty-one years old, its parent organization celebrated its quinqucentenary in 1978. The Press has no shareholders and is controlled by a University committee of eminent academics (the Delegates), whose ex-officio chairman is the Vice-Chancellor of the University. Officials appointed by the Delegates administer the Press and its Chief executive is the Secretary to the Delegates. The aims of the Press are essentially those of the University – academic, educational and cultural – and all its publishing is broadly attuned to fulfilling these objectives. Any surplus generated by the Press is ploughed back into its publishing activities.

While the Indian Branch of the OUP is owned by a parent organization in the UK, it is left entirely free to make its own publishing and general management decisions so long as these conform to the broad policy parameters which the OUP adheres to everywhere in the world. Academic books published by the Indian Branch are treated as internationally relevant works of scholarship and imported in varying quantities by the British, American, Japanese and Australian offices.

In 1912, E V Rieu, subsequently well known for his translation of Homer's *Odyssey*, came out from England to open an office of the Press in Bombay. By 1920 offices were established in Calcutta and Madras, and in 1972, with the opening of an office in Delhi, OUP India transferred its headquarters to the capital city. In its early days the Press in India was mainly concerned with importing and distributing books published in England, but from 1912 itself it has also been producing a stream of outstanding books in India, and today the Oxford in India list is widely acknowledged to be amongst the strongest in the world on books emanating from, or pertaining to, South Asia. The first book published by the Press in India in 1912 was also Dr Radhakrishnan's first work, *Essentials of Psychology*.

Over the years, and most particularly over the past two decades, OUP India has come to be internationally acknowledged as the country's premier publisher of academic and educational books. The three distinguishable sorts of books which OUP India publishes are (a) academic and scholarly books or monographs; (b) educational books and high-quality school or college textbooks; (c) dictionaries, atlases, and reference books for educational or scholarly purposes. OUP's catalogues reveal the wealth of long-enduring titles it has helped create in each of these three areas. It collaborates with the Indian Institute of Science, Bangalore, to distribute the country's best monographs in science, and with the All India Institute of Medical Sciences to publish *The National Medical Journal of India*.

A vast body of scholarly books by India's best minds, in Economics, History, Sociology, English, Philosophy, Ecology, Medicine, Management and Business are published. Most of the major or well-selling hardback titles in these areas are later put into the Oxford India Paperbacks, a list which now comprises close to a hundred titles. Within its educational programmes, the OUP publishes some of the finest school texts for the disciplines of English, Environmental Studies, Geography, History, Science and Mathematics. These texts are mostly by Indian teachers or writers, for Indian students in the country's schools, at prices that make sense within this country, and frequently in the country's various regional languages.

Within its reference list OUP India has made the many Oxford dictionaries available extremely low prices to the Indian reader and student. Most recently, OUP India has launched several new series aimed at not only at teachers in Indian universities, but also at anyone with a serious interest in scholarly studies on South Asia, within this region and abroad.

The Indian Branch of the OUP has at present four offices – in Bombay, Calcutta, Delhi and Madras, with a controlling head-office in Delhi. It also has special showroom arrangements in Bangalore, Pune, Lucknow, Hyderabad, Patna and Guwahati. These offices do not merely exist in order to sell and distribute OUP books all over the country, but also to sponsor publishing in English as well as local languages.

Media superiority - The gripping question today

Tapati Basu

Head of the Department of Journalism
Calcutta University

Somsubhra Gupta

Research Assistant under the DSA Programme

AFTER independence the mass media of India has developed to a large extent. The newspapers, magazines, radio, cinema, television, video film etc., are being used increasingly by the government as well as by the private enterprises. It is very difficult to estimate the effectiveness of media in terms of sales promotion and the role of advertisements in different media.

Objectives of the study :

The main objective of this study was to know the media awareness among the public and to measure the effectiveness of various media and the media behaviours of the people and to identify the first source of information of consumer durable goods.

Research Methodology :

To identify the media to which people are more interested and to know the media which influence the consumers, it was proposed to measure the effectiveness of different media among rural and urban people in the context of the product. The selected media for this study were newspapers, magazines, radio, cinema, wall advertisements, window display, counter display, television, etc.

Selection of Sample :

The sample consisted of 378 respondents. 125 of them are residents of 666 villages and 273 of them are from Calcutta and its adjacent area.

■ Formulation of questionnaire :

The questionnaire was prepared to get information both from Urban and rural people as the first source of information regarding the use of soap brands which are used by the respondents. Though the questionnaire was prepared in English, but in many cases the questions were translated into Bengali to suit the language of interviewees. A non-disguised, structured questionnaire was prepared.

■ Interview Procedure :

The questionnaire was placed at the time of interview. The recall method was used to find the media which influenced the respondents most.

Content Analysis :

Profile of Respondents .

Age and Sex :

- There were 197 males and 181 females. The number of male and female were divided into urban and rural area respectively. 32.27% of the interviewees belonged to the age group of 16-25, and 44.17% to the age group of 25-40 and 3.54% to the age group of 40 and above

■ Table : 1 Distribution of interviewees on the basis of age and sex

Age Group (Years)	URBAN			RURAL			TOTAL		
	M	F	T	M	F	T	M	F	T
16-25	48	40	88	20	14	34	68	54	122
25-40	57	64	121	34	12	46	91	76	167
Above 40	20	24	44	18	27	45	38	51	89
Total	125	128	253	72	53	125	197	181	378

Note : M = Male; F = Female; and T = Total.

■ Marital Status

A percentage of total respondents were married. And these are also divided into male, female and rural and urban

Table : 2 Distribution of Male and Female according to Martial Status.

Martial Status	URBAN			RURAL			TOTAL		
	M	F	T	M	F	T	M	F	T
Married	60	68	128	38	29	67	98	97	195
Unmarried	65	60	125	34	24	58	99	84	183
Total	125	128	253	72	53	125	197	181	378

Note : M = Male; F = Female; and T = Total.

Education Level :

The percentage of the respondents were divided into illiterate, High School level, College and University. They were also divided into rural and urban backgroundwise.

Table : 3 - Distribution of Respondents according to Education level

Education	URBAN			RURAL			TOTAL		
	M	F	T	M	F	T	M	F	T
No Education	1 (0.8)	1	2	8	12	20	9	13	22
High School	3	2	5	29	21	50	32	23	55
College	50	60	110	20	16	36	70	76	146
University	71	65	136	15	4	19	86	69	155
Total	125	128	253	72	53	125	197	181	378

Note : M = Male; F = Female; T = Total

Income group :

According to rural and urban background, the family income of the respondents were also divided into four groups.

Table 4 : Distribution of Respondents on the basis of income

Income group (Rs)	Urban	%	Rural	%	Total	%
	13	5.13	34	27.2	47	12.43
600 - 1000	38	15.01	20	16	58	15.34
Rs. 1001 - 2000	76	30.03	30	24	106	28.04
Rs. 2001 - 3500	126	49.80	41	32.8	167	44.17
Above Rs. 3501	253		125		378	
Total						

This table indicates the income per month basis.

Media Distribution :

In response to the question regarding the media of advertisement, the respondents mentioned more than one medium. The details of the opinions are given in Table 5.

Table : 5 : Media Distribution

Media	Urban	%	Rural	%	Total	%
Newspaper	90	35.57	38	30.4	128	33.86
Magazine	100	39.52	10	8	110	29.10
Radio	5	1.97	17	13.6	22	5.82
Cinema	19	7.50	40	32	59	15.60
Wall advertisement	8	3.16	21	16.8	29	7.67
Point of Purchase	10	3.95	16	12.8	26	6.87
Television	80	31.62	49	39.2	129	34.12
Any other	9	3.55	2	1.6	11	2.91
Total	253		125		378	

Note : (1) The respondents mentioned more than one medium.

Television gets more importance than any other media- and this is exposed in this survey. The television advertisement had the maximum exposure (34.12) followed by the newspaper advertisement (33.86), Magazine (29.10), Cinema (15.60), Wall advertisement like Poster, Hoardings, Billboard (7.67), Window display (6.87), Radio (5.82) and any other (2.91).

The urban respondents like more newspaper and magazine advertisement followed by television advertisement. While in case of rural areas, the respondents like television advertisement more, then cinema advertisement, then newspaper advertisement, then wall and billboard and then radio.

Relative effectiveness of different media :

The respondents are asked to make a choice of the media, which influence them most. The observations are given in Table 6.

Table : 6 : Relative importance of different Media

Media	Urban	%	Rural	%	Total	%
Newspaper	90	35.57	20	16	111	29.36
Magazine	19	7.50	1	0.8	20	5.29
Radio	10	3.95	6	4.8	16	4.23
Cinema	9	3.55	23	18.4	32	8.46
Wall Advt	3	1.18	3	2.4	6	1.58
Bill board						
Window display	7	2.76	7	5.6	14	3.70
Counter display						
Television	112	44.26	64	51.2	176	46.56
Any other	3	1.18	1	0.8	4	1.05
Total	253		125		378	

This Table shows that the television is the medium which influences people more and therefore it can be regarded as more influencing medium of today. The rural people are in favour of cinema advertisement, while the urban people like newspaper and magazine advertisement, but they are also mostly influenced by Television advertisement. The least effective media is Radio.

Media Habit of the Respondents :

To study the media habits, the respondents were asked to give their opinion regarding their habit relating to different media like subscribing to newspaper and magazine, listening to radio, going regularly to cinema, caring to notice wall advertisements, viewing television regularly, etc. The respondents have free choice in answering these question to indicate all those media to which they are exposed. In this case whether they read advertisements or not was not considered. It has been observed about those respondents who were exposed to some media but did not care for the advertisement in those media.

Table : 7 : Media Habit of Respondents

Media	Urban	%	Rural	%	Total	%
Newspaper	186	73.51	48	38.4	234	61.90
Magazine	78	30.83	6	4.8	84	22.22
Radio	10	3.95	40	32.0	50	13.22
Bill Boards	10	3.95	36	28.8	46	12.16
Cinema	12	4.74	16	12.8	28	7.40
Television	200	79.05	87	69.6	287	75.92

Note : (1) The respondents mentioned more than one medium

(2) The percentage has been calculated out of the total respondents (378) distributed in urban (253) and rural (125) areas.

From this table it is observed that maximum number of the respondents like television. 79.05% of urban respondents and 69.6% of rural respondents viewed television regularly. The second place was taken by newspaper. 73.51% of urban respondents and 61.90% of rural respondents like newspaper. Then came magazine habit, that is 30.83% of urban respondents and 22.22% of rural respondents. Then appeared Radio. Magazine is less popular in rural areas, while the urban people like magazine more. This analysis indicate that television and newspaper are the two media which have more interest among the public.

Limitations of this study :

The effectiveness of various media is measured with some constraints and limitations like;

1. This study is confined to Calcutta and its adjoining areas. The findings of the study may not be applicable to other areas.
2. The limitations and biasness of sampling techniques which are used in this study may influence the findings of the study.
3. All the available factors which have influenced the media effectiveness could not be considered due to short time and limitations of resources.
4. The study of media effectiveness may differ over a period of time due to improvements in the present media and introduction of new media in the near future.

Conclusion :

The first objective of the study was to know the media awareness and the media behaviour of the people and to measure the effectiveness of different media and to identify the first source of information of consumer durable goods. The main findings of this study are :

As a media of importance regarding advertisement, television gets more importance than any other media. Television had the maximum exposure, that is 34.12 per cent followed by the newspaper advertisement, that is 33.86 per cent. Then came magazines, that is 29.10 per cent. The rural people like cinema more than urban people regarding advertisement. Radio as a medium of advertisement decreased more and more and the rural people like wall advertisement more than Radio advertisement.

The urban respondents like more newspaper and magazine advertisements than television advertisement. But the margin of difference is not very significant. While in case of rural areas, the people like more television advertisements than the newspaper advertisements.

Regarding the choice of media, 44.26% of urban people like television while 51.2% of rural people like television. While 35.57% urban people like newspaper and 16% of rural people like newspaper. 7.50% of urban people like magazines while, 18.4% of rural people like cinema as the important media.

Media habits of the respondent is also very important. 79.05% of urban people and 69.6% of rural people viewed television as their regular habits. The second place was taken by the newspaper. 73.51% of urban people and 38.4% of rural people like to read newspapers regularly while urban people like to read magazines more, that is 30.83%, than that of rural people, that is, 22.22%. It is important to note that rural people listened radio more, that is 13.22%, on the other hand the urban people of 3.95% only like radio as an important medium. The rural people also like Bill Boards, that is 12.16%.

This survey work shows that the urban people are more exposed to television, newspaper, radio and billboards.

This Research work has been conducted under the DSA programme of Journalism and Mass Communication under the guidance of Tapati Basu. The Research Assistant is Somshuvra Gupta.

Market Research is done by the students of First Year. The name of the students are .

Manisha Bhattacharya, Sukanya Basu, Jayati Sengupta, Maya Rajbanshi, Sutapa Mitra, Suparna Bhattacharya, Dhrit Mazumdar, Madhabi Bandyopadhyay, Sanjay Majumdar, Nilanjana Das, Sinchita Sur, Tamal Bhattacharya, Silajit Guha Nilanjana Das, Sudeshna Chowdhury, Rudra Narain Lahiri, Sangita Roy.

The role of select women's magazines in the last decade (1982-92)

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INDIA is a land of contradictions while deities in their female glory are worshipped here in almost all festive occasions, the real women on the streets are leading a threatened existence in a male dominated society. Once upon a time, during the ancient period, the Indian society was a matriarchal one, but now due to various reasons including neglect, female homicides, dowry deaths and an overall apathy towards the girl child, the female population has dwindled to 929 to 1000 males. The majority of Indian women are stalked by poverty, illiteracy (only 40% are literate) and possess an unenlightened and uneducated minds. All this inspite of having had a dynamic lady Prime Minister Smt. Indira Gandhi, till less than a decade ago. While the nation's politicians and technologists are brainwashing its citizens into thinking in terms of the twenty-first century, just round the corner, the ordinary Indian woman continues with her day to day existence.

PREVIOUS RESEARCH WORK :-

Women like Sonia Gandhi, Nancy Reagan, Hillary Clinton have one thing in common. They are all partners of their husband's official career. And the popular women magazine recognized them as their reading materials. In 1972, Tresemer and Clarke studied that women are now more interested in publishing women magazines and they are able to get a good number of readers.

In 1971, Rose Coser and Rokoff's said that the women of high income groups were more in favour of women magazines than that of middle class women.

Ethel L. Vatter in her essay entitled "Structural Change in the occupational composition of the female labour force" has suggested practical solutions that will evolve to bring about changes in the structure of Women's unemployment in the future. She says that the service sector has tremendous potential for growth and productivity. For women, this will open the job opportunities in communication, finance, administration and she said that women are now more interested in women magazine.

In the Indian context, Women's Magazines play a pivotal role in enlightening them of their rights and encouraging them to take on challenges. These magazines published on a regular basis- either weekly, fortnightly or monthly, have been growing from strength to strength, ever since a significant section of the Indian women have been the beneficiaries of over 150 years of social reforms, education and modernisation. The changed circumstances from the time of Lord Bentick and Raja Rammohan Roy, saw the emergence of women writers writing for themselves. But India's premier women's magazine "Eve's Weekly" was only started in 1947. Others to follow included "FEMINA" in 1959, "SAVVY" in 1984, while vernacular magazines too secured a place for themselves with their own select readers.

Earlier women's issues were considered a 'trifling'. But now these 'trifling' women's issues have spawned an actual industry of ink spilling. The contents of the magazines include the 'traditional' women's problems in kitchen or the culinary and fashion section; aerobics exercises and other health related issues for the 'new' woman, the different maladies existing in our society including neglect of the girl child, dowry deaths, eve teasing, trafficking of poor women, the AIDS threat to prostitutes, lack of compatibilities among the women folks in a family; advices or features on efficient time management for the new emerging working women, child care and family care, profiles on women who have been successful in their respective fields and hence can be a role model for others, and of course there is a section where there is readers interaction through letters.

Until a few years ago, writings on women was confined either to in-house publications of women's organisations, or if it was allowed out, it was restricted to the fringes of newspapers. Today, however, work on gender matter is becoming increasingly visible. Not only are newspapers devoting more space to women's issues (in terms of investigative reportage and regular pullouts on 'women') but there has been steady increasing in the circulation and growth of new women's magazines, including India's foremost journal (MANUSHI) about "women and society". It should be interesting to know Asia's first women's publishing house- 'Kali for women' is established in our country.

In order to follow closely the role these magazines have been playing in our society five magazines- Savvy, Femina, Ananda (Bengali), Manorama (both Hindi and Bengali) and Vanitha (Malayalam) - (in all 2 English and 3 vernacular magazine) were selected. The Editors and representatives were interviewed to assess the viewpoints of the magazines themselves. While a crosssection of readers and non-readers and women's magazines were questioned to infer what they have to say.

READERSHIP SURVEY

A random survey was conducted of hundred people ranging from teenage students to a retired Government servant aged over fifty years. Before going into details of their interviews it is imperative to know their profile.

These magazines were most popular with the 18-27 age group (43%) respondents were from this group) and least with the older age group who have tasted life and are in their declining years i.e. in 48-58 years age group. When categorised on the

basis of sex, female readers lead with 56%. 12% of the total interviewees stated that they do not read women's magazines at all. "Femina" had an overall 'national' popularity while regional favourites ranged from "Sananda" in Calcutta to "Vanitha" in Kerala.

Readers Profile

Table No. 1, (a)

How Many Read Women's Magazines?

View	Readers
Yes	88
No	12

Table No. 1 (b)

Sex of the Respondents

Sex	
	44
Male	56

Table No.: 1 (c)

Age of the Respondents

AGE	
18-27	43.3%
28-37	20.4%
38-47	20.4%
48-58	16.9%

The survey also showed regularly, the rest preferring to read them "off and on" (38.5%) and "if they got a chance" (36.5%).

Of all the questions asked, 3 queries raised quite a controversy and varied opinion were received, which may question the very purpose of these magazines. The questions are:- (Fig. 2 a, b, c)--

QUESTIONS ASKED

Table No. 2(a)

Do you think general information (like, politics, economics & current events) is pushed to the background in light of its projection of Women's Issues?

Yes	70.5
No	29.5

Table No. 2 (b)

Do you think these magazines have made women more conscious of their rights?

Yes	81.5%
No	18.5%

Table No. 2(c)

Do you think women's magazines have contributed to the upliftment of Indian women (specially, in the last decade)

Yes	50%
No	27.5%
I don't Know	22.5%

Thus 70.5% of the respondents in question (2a) feel that general information (like politics, current affairs and economics) are not at all highlighted. This is very contradicting from what the magazines themselves claim to be. Except for one vernacular magazine others, refuse to accept the readers' view point.

The most surprising opinion rises when question No. (2c) is asked whether these magazines have played a definite role in the progress of women in the last decade. Only 50% confidently give an affirmative answer, while more than a quarter state a clear 'NO', and 22.5% are hesitant.

Thus, women's magazines have come a long way and they have indeed contributed partly to the upliftment of women in India. As long as illiteracy is prevalent, the barrier in reaching out to all the sections of the people will exist. The women themselves must take the initiative to educate and enlighten their own sex. For this goes hand in hand with social progress and upliftment. Many women have still not realised and defined their roles to themselves. Many are still hiding under the canopy of their male counterparts, not wanting their economic roles to be overly acknowledged in order not to upset the status quo.

But awareness has crept in-specially with the increase in communication and serious efforts by government and voluntary groups in their social welfare schemes and literacy drives. Women's magazines can step in at this stage and highlight the women problems at the bottom rungs of the society, instead of the traditional formula of "bleeding heart Paris dress and designer recipes". English language magazines are mushrooming very quickly compared to the vernacular ones, as English is gradually gaining grounds among the new generation. So what with the Satellite invasion and Television boom, the print media itself is threatened, unless all concerned sit up and make remedial steps soon enough.

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Femine - Vol. 34, No. 9

"Voices in the Void" - Sona Rawla

A study of Doordarshan national news coverage

By Somsubhra Gupta

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THIS study of Doordarshan's national news coverage, covers a duration of twentyfive (25) days from May 13th to June 5th, 1993.

We have done a study of main news i.e. headlines because we want to show the trend of news coverage by Doordarshan, not every minute details.

The time period of thirty days news was 1610 (One thousand six hundred and ten) minutes. According to our study the main news cover thirty to thirtyfive (30-35) per cent of the total time. There are cases of repetition, sometimes a news comes in the headline for a maximum number of six (6) times. But we have taken every headline singularly.

In this study we have divided news in thirteen (13) different groups according to the items. Total number of news headlines were 471 (four hundred and seventyone) in 23 days.

In the following diagram and chart we have tried to show it in detail. We hope this will help readers to understand the pattern of the subject we are dealing.

Items divided as follows :

1. **Political** - This item covers all the news relating to political developments in National, Provincial scenarios Both of the ruling & opposition parties. This part does not cover any official news.
2. **Official** - This part covers official statements, works, plannings etc. both of the Central & State Governments
3. **Development** - All the news related to development comes under this part.
4. **Terrorism** - (Except any anti-social activities)
5. **Industrial, Science and Technological**
6. **Agricultural.**
7. **Sports** (National & International)
8. **Obituary** (National & International)
9. **Cultural** (National & International)
10. **Education**
11. **Election.**
12. **International News** - Covers all kind of news except those specifically mentioned).
13. **Others.**

Total - 471 Headlines

- 1) Political - 48 - 10.19%
- 2) Official - 31 - 6.58%
- 3) Development - 95 - 20.16%
- 4) Terrorism - 32 - 6.79%
- 5) Industrial - 32 - 6.79%
- 6) Agricultural, Science & Technological - 19 - 4.03%
- 7) Sports - 47 - 9.97%
- 8) Obituary - 11 - 2.33%
- 9) Cultural - 12 - 2.54%
- 10) Education - 3 - 0.63%
- 11) Election - 23 - 4.88%
- 12) International News - 13 - 2.78%
- 13) Others - 4 - 0.84%

This is observed by our survey.

The exposure of the fair sex in contemporary media

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THIS research on the reports covering topics relating to women has been done from The Bengali daily 'GANASHAKTI'. The days taken are from 1st April 1993 to 30th April 1993.

1st April in page 7 a 5 cm report with headline Unnatural Death. There was no picture. Details : On Tuesday in The Bhowanipore area a burnt body of a housewife was found in a flat. The husband of the murdered woman and the maidservant of the house were arrested in this connection.

2nd April in page 4 a 15 cms report with headline Womens Conference in Dhanbad. Details : on the call of the All India Democratic Womens Forum a conference was organised on 23rd March on occasion of Martyr Bhagat Singh death anniversary and international womens day.

2nd April in Page 8 a 6 cms report with headline State Female Volley Ball start today. Details : The State Female Volley Ball Tournament starts today. The games will be conducted till the quarter finals at the Volley Ball organisations' court and Semi-finals & final at Bhadreswar.

4th April in Page 5 a 15 cms report with headline : A F Female Party member passes away along with the photo of the departed party member. Details : Comrade Kalyani Basu a senior party member of the CPI (M) Jadavpur-Tollygunge Regional Committee passed away. She was 73 years old. She was the leader of the Democratic Womens' Forum of the Jadavpur-Tollygunge area.

4th April in Page 7 a 13 cms report with a headline : Four selected for semifinals. Details : Steffi Graf, Gabrielle Sabatini, Arantxa Sanchez-Vicario & Jennifer Capriati have entered the Semi-finals of the seven and half lakh dollars Family Circle Magazine Cup. In the semi finals Graf will play against Sabatini and Sanchez against Capriati.

5th April in Page 6 a 5 cms report with a headline : Regional Youth (womens) Forum. Details : In Jalpaiguri District the second young womens convention was held on 29th March. There were in all 11 speakers of whom the main speakers were Rupa Bagchi & Arati Sorcar, members of the regional committee.

5th April in page 7 a 4 cm report with a headline : Death of Housewife. Details : In the Fakirbazar area of Howrah Police station, the body of a housewife Jainar Bibi (22 yrs) was found. The police think it is a suicide case. But the father of the dead woman alleged that she was ill treated in her in-laws place. Her husband and father-in-law have been arrested.

5th April in page 7 a 6 cm report with headline, GNLFF attack, women injured after the Darjeeling meeting of the CPI (M). Women members were returning when a group of GNLFF supporters attacked them with sticks and stones. Many women have been injured, some seriously. Police says no arrests have been made so far.

5th April in page 8 a 8 cms report with headline Western Railways Winner of Womens Crickets with picture of the winning team. Details : The Western Railways won the B.C. Ganguli Womens Cricket. They won by 6 wickets over the President XI.

5th April in page 8 and space 24 cms with headline : Steffi-Sanchez in finals. Details : In the seven-half Dollar worth Family Circle Tennis tournament Steffi Graf will play against Arantxa Sanchez-Vicario. Steffi defeated Sabatini and Arantxa won over Capriati to go on to the finals.

6th April in page 8 a 12 cms space report with headline- Womens Hockey Team leave for Europe tour. Details : 20 member Senior Womens Hockey Team left for 18 days European Tour, to Netherlands from New Delhi. This team will participate in the inter continental Hockey Championship. The team has been sent to Netherlands and Germany for training so that they can lift the Asia Cup Hockey Tournament.

8th April in page 1, a 19 cms report. Headlines : First Tribal Woman MLA. Picture of the woman MLA. Details : After tough competition the CPI (M) candidate of the Takarjala (reserved for tribal) constituency, Ms Kartick Kanya Debbarma won by 5000 votes. The losing candidate was Vijoy Wranghal of TNV.

9th April in page 3 a 5 cms report headline- Sad Demise. Details : A partron of the CPI (M) Smt Monika Moitra passed away yesterday in her Calcutta residence. She was 79 yrs old.

11 April in page 8 a 17 cm report headline- Womens Hockey after three years. Detail : The Womens Hockey Tournament started at the Bidhannagar SAI complex after a gap of 3 yrs.

13th April page 7 a 7 cm report. Headline : A woman killed in trolley accident. Details : In Dakshineswar a pedestrian Sandhya Chowdhury (35 yrs) was killed when she was hit by a trolley here on monday morning. A young girl was injured and taken to hospital.

14th April in page 7 a 7 cms report. Headline : Geetashri Debi passes away. Details : Distinguished Stage and Screen actress Geetashri Debi passed away in a central Calcutta Nursing Home due to internal haemorrhage. She was 62 years old.

14th April page 5 a 8 cm report headline- Death of Lalita Shastri. Details- Wife of late Prime Minister of India, due to heart failure. She was 82 yrs old.

18th April page 4 a 26 cm space report headline- Burdwan- 2208 Left Front women candidates. Details- In the coming Panchayat elections campaigning for the Left Front candidates have started. On Tuesday in the Zilla Left Front committee meeting it was announced that in 278 Gram Panchayat, 31 Panchayat Samiti and Zilla Parishad elections would be contested. For the Gram Panchayat, there are 5420 candidates for Panchayat Samiti 810 and 62 for Zilla Parishad. For this 3 tier system there are 1914, 273 and 21 female left front candidates.

18th April page 5 13 cms space report headline- In Andhra ban of Arrack, Victory for Women. Details- In Andhra, the state government has decided to ban the sale of arrack the CPI (M) state politburo chief said that the ban was a victory for the women of Andhra.

20th April in page 7 a 34 cms report headline : Roopchand Pal to Mamta : Sit beside BJP. Detail : On Monday in the Lok Sabha the left front candidates criticised Mamta Bannerjee because she tried to bring up the issue of attack on Cong-I workers in Tripura after the left front came to power in that state. The Front members alleged it was a lie and protested against it. When she was trying to bring up this issue the BJP members supported her. Later when the BJP MP Ms Uma Bharati spoke about the Calcutta bomb blast then it was apparent that Mamta was enjoying the discomfiture of the left front. Then CPI (M) MP Rupchand Pal asked Mamta to go and sit with the BJP members.

20th April in page 6 a 7 cm report Headline- Rabindra sangeet by Usha Uthup. Details : On 16th April at Calcutta Cricket and Football Club a cassette of Rabindra sangeet by Usha Uthup was released A great deal of interest and initiative has been taken for the release of this cassette by renowned Rabindra sangeet teacher Subhas Chowdhury.

21st April in page 5 a report of 12 cms. The headline- Woman candidate for municipal by elections. Details : The CPI (M) candidate contesting the Ashok Nagar-Kalyan Garh municipal by-elections of ward no. 17 is Smt Kalyani Ghosh. She is the wife of Piyush Ghosh, who was the winner of this seat and by whose death the seat was vacant.

21st April page 8 a 13 cms report. Headline- Bachenderi Pal's team established camp no 3. Details- In an combined enterprise between India & Nepal sent a women's group under Bachenderi Pal to an expedition to the Mount Everest. The expedition team has established camp no. 3 at an altitude of 24600 ft.

21st April in Pg 8 in 6 cms report. Headlines- Mary Joe, Ankie to play. Details : Mary joe of United States will be playing the East bourne grass court Tournament. This tournament will be held from 14th June-20th June. Apart from world no. 3 Mary Joe, 9th ranked Cizech Novosua and 12th ranked German Ankie will also play.

24th April in page 6 a 5 cm report. Headline- Accident in Hooghly, girl killed. Details- On 23rd April around 9'O clock in the morning at Chandan Nagar and Barasat road crossing, a young girl was run over by a lorry. The name of the deceased could not be known but her age in around 14 yrs. According to the Police an angry mob burnt the lorry.

24th April in page 6 a 5 cm report. **Headline-** Nepali authoress dies. **Details :** Writer of Nepali literature Ms Parijat passed away on Tuesday in Kathmandu. She was 50 yrs. Her contribution to progressive Nepali literature is great.

24th April in page 6, 12 cm report. **Headline-** Deputation for investigation of the death of Housewife. **Details :** The Democratic Womens forum has demanded an immediate probe into the unnatural death of housewife Smt Kajal Pal. They have demanded the immediate arrest of the miscreants. A spokesperson of this Forum handed over a written demand to the Deputy Commissioner, Eastern Suburban Division of Calcutta on Thursday, 21st April. Kajal Pal died in a house on the Upendra Chandra Bannerjee Road. Her husband is a well known antisocial of that area. So Kajol's relatives could not take any measures against him despite the fact that he used to torture her regularly, added the Forum's spokesperson.

24th April page 8 a 4 cm report. **Headline-** Seles citizen of Novishada. **Details :** World no. 1 woman tennis player Monica Seles has been given honorary citizenship of Novashada, the joint capital of Slaera & Serbia.

24th April page 8 a 7 cms report. **Headline-** Bengal Girls get 5 awards. **Details :** Bengal was successful in the 50th Junior National Archery Competition. The girls of Bengal maintained their supremacy and won 5 of the 6 events.

25th April in page 5 a 9 cm report. **Headline-** Discussion on the role of women employees in the administration. **Details :** The country's recent socio-economic situation and role of women employees in the administration was the topic of discussion in the meeting of the State Co-ordination Committee at Hooghly on the 19th April. The main points of discussion were the complex situation the country is facing, problems of women and solution etc.

25th April in page 8 a 7 cm report. **Headline-** 500th win for Sabatini. **Details :** After winning a game against African player Crugare, Sabatini has created a new record for herself. She has got her 500th win in tennis. She has now joined the exclusive group which only few women like Martina, Chris Evert, Billie Jean king and Steffi Graf who have all got their 500th win.

26th April page 2 a 7 cm report. **Headline-** Death of mother and child by fire. **Details :** On Sunday morning in Benaras Road of Howrah, a 22 yr. old woman Anjana Jana and her 6 months old child were burnt to death. The woman was mentally disbalanced. The police feel it was suicide.

28th April on page 7 in a 6 cms report. **Headline-** Womens' Martyr Day. **Details :** On Tuesday the women's Martyr Day was held all over the state. In different parts of the state, the Democratic womens' forum organised various meetings to commemorate this occasion.

28th April on page 3 in a 10 cms report. **Headline-** Benazir threatens President. **Details :** Differences have occurred between Pakistan's Peoples Party and President Ishaq Khan. Due to this situation Benazir has threatened to withdraw confidence of her party from the President.

29th April in page 3 a 4 cm report. **Headline-** Womens committee's sports. **Details :** To commemorate the State Conference of the Democratic Womens Forum a Sports Competition was organised in which 320 participants took part.

29th April in page 8 a 5 cm report. **Headline-** Bengal Girls¹ lose. **Details :** Bengal girls lost in the Indian Airlines Sports Control Boards 54th National Table Tennis Competition. In the Inter-state competition after 15 years Karnataka's womens team reached the semi-finals.

29th April in page one a 15 cms report. **Headline-** Four people along with film actress kidnapped. **Details :** Producer/Director Jones Moholia and film actress Anjali Doraimory along with three others were kidnapped by suspected terrorists on Tuesday night. Moholia is the producer of Bodo film Moromongang and Anjali the actress of the film. The police has started investigations.

Trials and tribulations of Bengali working women

By Tapati Basu

(Head of the Department, Journalism Department)

Sumita Chakravarty, 2nd Year

GONE are those days when in our society reading and writing for a girl was a taboo. Thanks to those philanthropists and liberation movement of women, women are now getting the highest education in our society and country. Though there are still some persons who think that a marriage can be stronger if the woman sits in the house with cooking, moping, brooming and the man goes out to the market place. But, what they missed is that, this traditionalism shattered by a rising trend.

With the change in our socio-economic scenario, it is becoming hard day by day to run the household with single income, specially in case of a service man. And as the women are getting education no less than their male counterparts, they are also extending their helping hands. They want to utilise their education by doing some thing which will earn some money. This is not a sudden change but it started taking place for the last few decades. And as the days are passing by it is becoming more and more evident.

Women are working in every field to earn money, to give some more solvency to her family, but is that all? The money they earn also give them a bit more independence and confidence. Still, all these are one side- there is another side to which we often donot look at. That is the working women have to face a plethora of problems. The greatest problem is to manage both the responsibilities- household and office. She has to manage her household as efficiently as a woman who is not working. Again, she must prove herself doubly effective than her male counterparts in the office.

Expressing their views regarding their official problems women from various professions said that they have to exert more to prove themselves at par with their male colleagues. A slight deviation on their part will bring such indignant remarks such as, women should not come to work or it is better for them to sit idle in the house etc. etc. In some profession they also face discrimination with their male colleagues. The boss assigns the more responsible job to a man but not to a woman, though she is capable of doing it equally well, if not better. They even face harassments from male colleagues, which sometimes goes to the extent of physical harassment. In India, they can not speak out because of economic compulsion and social prestige. According to an International Labour Organisation (ILO) report, one out of 12 ladies leave their job after facing harassment from male colleagues.

Official problems for working women :

In case of office, more or less working women have to face some problems. It is true for everybody but it is more evident in case of those who are working in a more responsible post- such as, the executives. The journalists also have to face various problems which can also be said as a part of their profession.

In case of executives, staying back in the office for long hours, or extensive travelling or handling problems created by an obstinate union member poses serious problem as their household and family members also demand a greater share of their time and mothers, wives or sisters can not bypass them irrespective of their high position in the office. Journalists have to do night duties or duty upto very late hours of night. Night duty for a lady is still a problem in our society. There are still many cynics in our society who find faults whenever a lady returns home late at night. In some newspaper offices, there is no provision for doing night duties for women- but that is not a solution. Because, in the newspaper office the actual work starts at night. So, these ladies are missing that opportunity of managing last minute work in a hurry to meet the deadline in a newspaper house. But, in case of doctors, usually they don't face any trouble or think it as a problem in doing night duties. May be, it is their more professional outlook. It is also true that those lady journalists who are married to their fellow journalists face less problem for their unusual duty hours and unusual type of duty.

Objective of the study :

The main purpose of this study was to examine the harassment faced by the women from their male counterparts. More specifically an attempt was made to examine the views of the women teachers, journalists, doctors, office workers and executives regarding their problems in the offices.

Review of the Literature :

According to Lenin, "Housework is the most unproductive, the most barbarous and the most arduous work a women can do. It is exceptionally petty and does not include anything that would in any way promote the development of the woman "

Margery Spring Rice, a reasearcher, who conducted a study of British housewives in the Great Depression, underlined the enormity of the burden that women were forced to carry through their role as "housewife". She writes, "in the large majority of houses, the woman is the slave without whose labour the whole structure of the family tends to collapse."

A time study of housework done in the 1930s cited by Margaret Mead in her book "Male and Female" shows that whereas

a farm housewife who did not have any modern appliances had to put in 61 hours of housework in one week, the housewife in a large city with some appliances had to put in not less than 81 hours of housework during the same period. This was a serious and heavy burden on the urban housewife who had a job also and had to do a 40-hour working week in paid employment.

During 1974, a study was made by the economist, Leibowitz about the time allocation among alternative activities of women and found out that while the income earned by a working housewife influences the total quantity of work she can offer, the apportioning of total work between housework and professional work is largely determined by a) wage rates for working women, b) productivity of housework done in the house, and c) the price and availability of substitutes for the wife's labour time in the home. The higher the educational attainment of the woman, the greater the 'cost' of the wife's remaining away from the labour market. This is natural as the productivity of her time is increased through her education more for the labour-market work than for housework.

Karl Marx said that the woman was just another victim as the worker was, in the class division of labour. According to Fredrick Engels, the original relation between men and women was one of mutual dependence. But, this status of equality between the sexes and their work gradually changed to that of inequality and subjugation of woman alongwith the evolution of the privatisation and ownership of factors of production because this privatisation and ownership is vested in men and not in women. Marx and Engels did not separate the issue of sexual definition of roles, purposes, activities etc., and the resultant division of labour within the family from that of class exploitation.

Therefore, Engels went on to state that the relationship of the husband and the wife within the family was the same as that between the bourgeoisie and the proletariat.

The oppression of women is a historical and economic evolution down the ages. The concept of biological determinism is too simplistic to explain the low status of women in the world because the question of women's oppression is a complex, socially and historically constructed phenomenon.

Zillah Eisenstein has drawn clear lines of distinction between oppression and exploitation. According to her, exploitation applies to both men and women within the economic realities of capitalist class relations. While men and women are both exploited in a capitalist society as workers, in the labour force, women are oppressed in the same society not only as wage-labourers but also as the sexually lower 'class' in the socio-sexual hierarchy within and without the family.

Research Methodology :

This study is basically a social research because social research is a systematic method of exploring, analysing and conceptualising social life in order to "extend, correct, or verify knowledge, whether that knowledge aid in the construction of a theory or in the practice of an art. This is Ex-post-facto research of descriptive studies as we have no control over the variables, we have only reported what has happened on what is happening. This method had been adopted as we never knew what would be the reaction of the interviewees regarding survey. It is also a formalised research study with substantial structure and with specific hypotheses to be tested.

The primary data are collected through survey by personal interview. Then the data are arranged under statistical control so that the collected information is in accordance with the pre-defined standard of accuracy. Then the classified data are put in the form of tables. In the process of analysis, relationships or differences with the hypotheses are tested through the use of statistical tests to ascertain whether such a difference is a real one or is the result of random fluctuations, Chi-square test and probability test have been taken to test the hypothesis depending upon the nature of the object.

General attitude analysis according to Rural/Urban background of Bengali working women

The general attitude patterns of the respondents was related to their rural and urban background. The null hypothesis is that the background does not influence the opinions of the respondents regarding official hazards. The alternative hypothesis is that the background influences the respondents' attitude.

Table : 1. Rural/Urban background-wise distribution of respondents and their general attitude.

.....TABLE (1).....

General Attitude	RURAL		URBAN	
	Observed Frequency	%	Observed Frequency	%
Extremely Negative	18	9	8	4
Negative	22	11	9	4.5
Indifferent	3	1.5	12	6
Positive	5	2.5	63	31.5
Extremely Positive	4	2	56	28
Total	52	26%	148	74.0

This Table 1 shows that among 200 respondents 52 (26%) had rural background and 148 (74%) had urban background. Among them 33.5% had extremely positive attitude towards facing official hazards. It means total 63.5% had positive approach towards facing official hazards. While 15.5% had negative attitude and 13% had extremely negative approach towards facing official hazards. It depicts that 28.5% do not face any official hazards. Irrespective of rural and urban background 7.5% of respondents had indifferent feelings towards official hazards. In addition to this, the analysis shows that the urban Bengali working women were facing more official hazards. Therefore, the null hypothesis is rejected This can be statistically analysed

$$\begin{aligned} \tau &> \tau_{.01}; \tau > \tau_{.05} \\ 4.0807196 &> 2.326 >_{.05} 1.65_{.01} \\ \therefore \tau &> \tau_{.05} \quad \text{OR, } \tau_{.01} \end{aligned}$$

That there are no official hazards between rural and urban Bengali working women is rejected. Therefore, the alternative hypothesis is accepted which means the urban Bengali working women with extremely positive attitude are facing serious official hazards.

Level of studies and general attitude of Bengali working women regarding their harassment from male counterparts

The null hypothesis in this case is that Bengali working women of undergraduate and post-graduate had the same kind of harassment from their male counterparts. That means the level of studies in Colleges and in the Universities has no influence on the Bengali working women towards facing the official hazards. To analyse this hypothesis, the relation between the undergraduate working women and post-graduate working women and their opinion regarding official hazards is depicted in the Table 1.2.

Table . 1.2. Distribution of the respondents of Bengali working women according to level of studies and their general attitude.

General Behaviour	Under Graduates		Post Graduates	
	Observed Frequency	%	Observed Frequency	%
Extremely Negative	10	5.0	11	5.5
Negative	9	4.5	9	4.5
Indifferent	8	4	10	5
Positive	49	24.5	43	21.5
Extremely Positive	24	12	27	13.5
Total	100	12%	27	13.5

According to this Table 2, there were 200 respondents, among which 100 Bengali working women were under-graduates and 100 were post-graduates. A major portion like 36.5% of undergraduate and 35% of post-graduate working women had faced official hazards and 12% and 13.5% working women had faced extremely official hazards.

On the other hand, 9.5% and 10% respectively did not face any official hazards. While 4% of undergraduate working women and 5% post graduate working women were indifferent.

From this analysis, the decision can be taken that the opinions of the undergraduate working women and the post graduate working women about facing official hazards was similar. Therefore, the hypothesis that the level of studies in colleges and in the universities has no influence on the Bengali working women about their attitude towards facing official hazards.

If we want to test that the extremely positive attitude of the Bengali working women do not depend on the study level like undergraduate and post graduate about the official hazards

Then

$$\hat{p} = \frac{27+24}{200} = \frac{51}{200} = .255$$

$$\tau = \frac{.27 - .25}{\sqrt{.255(1-.255)\left(\frac{1}{100} + \frac{1}{100}\right)}}$$

$$\tau = 4.870; \tau_{.05} = 1.645 \text{ (Table Value)}$$

Since τ is $< \tau_{.05}$, therefore, Null hypothesis is accepted.

It can be said that extremely positive responses do not depend on the study level of undergraduate students and post graduate students.

In case of positive behaviour --

$$r = \frac{.49 - .43}{\sqrt{.46(1-.46)\left(\frac{1}{100} + \frac{1}{100}\right)}} = \frac{.06}{.070484} = .8512$$

Since $r < r_{.05}$, $\therefore H_0$ accepted.

This statistical analysis proves that regarding positive attitudes of the Bengali working women about their facing official hazards do not depend on their study level like under-graduate and post-graduate.

General attitude of Bengali working women according to their occupation regarding facing harassment from male counterparts.

The null hypothesis is that the attitude of the Bengali working women about facing physical harassment from male counterparts do not depend on their occupation. The occupation do not have any influence regarding this case. Table 3 shows the occupation-wise distribution of interviewees with respect to their general attitudes towards facing official hazards. According to occupation, mainly 4 group are taken and other subgroups are included in the main four groups.

1st group - Executives - which include journalists, doctors, high officials, executives, managers etc.

2nd group - Services - clerical staffs of government and private organisations.

3rd group - Professors - include lecturers, readers and professors of University and Colleges.

4th group - Teachers include primary and secondary school teachers.

Table : 3 Occupationwise distribution of interviewees and their general attitude.

General Attitude	Executives Observed Frequency	%	Services Observed Frequency	%	Professors Observed Frequency	%	Teachers Observed Frequency	%	Total
Extremely Negative	5	2.5	11	5.5	4	2	2	1.0	22
Negative	9	4.5	5	2.5	1	0.5	3	1.5	18
Indifferent	6	3	12	6	1	0.5	1	.5	20
Positive	21	10.5	49	24.5	19	9.5	5	2.5	94
Extremely Positive	11	5.5	24	12	6	3	5	2.5	46
Total	52	26.0	101		31	15.5	16	8.0	200

From the analysis of this Table, it is shown that a majority of interviewees are getting official hazards.

In this case the null hypothesis is Bengali working women's attitude regarding facing harassment from their male counterparts do not depend on their occupation.

The alternative hypothesis is Bengali working women's attitude regarding facing harassment from their male counterparts depend on their occupation.

It can be statistically analysed :

$$\chi^2_{.05, 12} = 21.026$$

$$\text{Calculated Value } 10 < 21.026$$

$$T < \chi^2_{.05, 12}; \therefore H_0 \text{ accepted.}$$

It is statistically proved that the Bengali working women's attitude regarding facing official hazards do not depend on their occupation.

Women are now working in all fields. The fairer sex is now present even in those fields which were previously suitable for male only. We find women as doctors, matrons, nurses, in education as teachers, professors, principles, administrators, bankers, entrepreneurs. And also the entry of women into other unconventional fields has increased like anything-public

relations, advertising, civil aviation, management, engineering, science and so on. At the same time, the women who wants to join unconventional occupation has to cross many problems from the family, social and from the economical level also. Regarding the choices of employment of women, the view of Mahatma Gandhi was- "women should employ themselves only in such occupations which do not bring about any conflict in their primary roles as daughter, wife, mother. In other words, if the job brought about a role-conflict in the woman which was not conducive to her traditional homemaker role, then the woman would better give up that job!

It is interesting to note what was the feelings of women's employment in India. The point is that the family of the women decide about their involvement in particular job which is not accepted in case of any man.

The socio-economic status of the economically independent woman is largely determined by the kind of occupation she holds rather than by the woman herself, much less by the fact that she actually holds a job and is, therefore, capable of economic independence. Some occupations are marked with social stigma only if the employee in that post happens to be a woman.

But Jawaharlal Nehru said: "the habit of looking upon marriage as a profession almost and as the sole economic refuge for women will have to go before we can have any freedom. Freedom depends on economic conditions even more than political ones and if a woman is not economically free and self-earning, she will have to depend on her husband or on someone else and dependents are never free. The association of man and woman should be of perfect freedom and perfect comradeship with no dependence of one on the other."

But it is found after 46 years of independence that the women who are economically independent, are being harassed by their male counterparts.

Effect of income level on the Bengali working women regarding official harassments from their male counterparts.

The income level of the interviewees also have great impact on their attitude regarding official harassment from their male counterparts. In this analysis the income level are divided into high, medium and low.

Table : 4 Interviewee's Income levels and their attitude towards official harassments from their male counterparts.

TABLE (4)				
Attitude	Low %	Medium %	High %	Total
Negative	13 (36.11)	9 (17.64%)	8 (7.07)	30
Indifferent	11 (30.55)	10 (19.60)	11 (9.73)	32
Positive	12 (33.33)	32 (62.74)	94 (83.18)	138
Total -	36	51	113	200

This table depicts that from the lower income group, 36.11% interviewees are not getting any harassment from their male counterparts and 33.33% are getting harassments and 30.55% are indifferent towards this harassments.

While 62.74% interviewees of medium income group and 83.18% of high income groups are getting harassed being their male colleagues, in the high income group, only 7.07% are not official harassed and 9.73% had indifferent attitude towards the official harassment from their male counterparts.

This can be analysed with statistical methods. Here, the null hypothesis is that incomewise there is no significant difference in attitude.

The alternative hypothesis is that incomewise, there is significant differences in attitudes towards the official harassment to the Bengali working women from their male counterparts.

This will hypothesis (Ho) will be rejected, if

$$n \left(\sum_{i=1}^K \sum_{j=1}^L \frac{f_{ij}^2}{f_{i0} n_j} - 1 \right) > \chi^2_{(K-1)(L-1)},$$

$$= 33.83654 > \chi^2_{4, .05} = 9.488$$

$$.01 = 13.277$$

Here calculated value of χ^2 (chi-square) is greater than the Table value, therefore the null hypothesis, that incomewise there are no significant differences in attitudes towards the official harassment from their male counterparts has been rejected.

Therefore, the alternative hypothesis that incomewise, there is significant differences in attitudes towards the official

harassments to the Bengali working women from their counterparts is accepted.

From this statistical analysis, we can conclude that there is a significant difference of attitudes in respect of the official harassments from the male colleagues among the interviewees of low, medium and high income groups. The women who belong to high income group are found to be more harassed from their male counterparts than the lower income groups. →

The danger from men to women can be wiped out only if the men cease to be dangerous to women and not if the woman stop doing work. Therefore, the change is desired in the attitude of men towards women and not in women being restricted from taking up jobs that entails odd hours of work. Therefore, women do not need protection at their working field. But it is the men who need to change their ways of looking at women and at the lifestyles of Bengali working women. We need an evolving social climate. So the outlook of the male also evolve and change with the times.

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THE TIMES OF INDIA

New Delhi Edition, (1st April to 30th April 1993)

Jayanta Choudhuri

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1st April '93 Times of India, New Delhi published two important events on Terrorism, one in U.P & another in Haryana. The headline of the 1st news item was '4 killed in kheri blast' & it was '4 persons were killed & 40 injured in an explosion inside a cinema hall in Lakhimpur Kheri district of U.P. by kasmiri militant group. (Page-1, 1 column & 9 cm in length). In 3rd page, there was 1 column (12 cm) news '3 militants ASI killed in Haryana'- Militant Balwinder Singh of the Babbar Khalsa international, his two accomplices & an Asst. Sub-Inspector of police, were among 7 persons killed, while 4 militants were arrested in Haryana & Punjab.

2nd April '93, there were two international & one national news on terrorism. Page one & nine (3 column, 38 cm) the headline were 'Doctor shot dead in Srinagar; curfew imposed'. The news was 'Renowned Cardiac Surgeon, Dr. Abdul Ahad Guru was killed by unidentified gunmen in Srinagar.'

The 2nd news headline was 'Israeli naval raid on Lebanon.' The news was 'Israeli gun boats & helicopters blasted Palestinian guerilla bases in north Lebanon. The police said at least two people were wounded. (Page- 10, 3 column, 30 cm).

Intro of the 3rd news was '4 persons including a civilian were killed & 9 wounded by LTTE at Colombo'. The headline was 'Tamils killed' (Page- 10, 1 col. 5 cm).

On April 3rd '93, the headline was '11 killed in clashes'. It was 'At least 11 persons have been killed in Kuki-Naga clashes in Imphal' (Pg-3, 1 col., 4.5 cm). Another news item on such type of terrorist activity was 'Bombs hurled at rail tracks in Bihar'. The report was 'Railway tracks were attacked with powerful bombs on the Lohardagga-Ranchi metre gauge section of the S.E. Railways by All Party Jharkhand State Struggle Committee (APJSSC). (Pg-8, 1 col., 10 cm).

4th April '93 there was a single news '2 killed in Tripura polls'- 2 persons were killed & 30 injured in the Tripura assembly elections. (Pg-1, 3 col., 27 cm).

5th April '93 the head line was '5 killed; 35 militants held in Kashmir.' The substance was '5 persons, including a battalion Commander of a militant outfit, were killed while 35 militants were nabbed by the security forces in Kashmir. (Pg. no.-3, 1 col., 16 cm in length). 2nd news was 'Mass shootings'- '8 black have been killed in 2 mass shootings south of Johanesburg. (Pg-8, 1 col., 3 cm).

'11 Kurdish rebels killed in clashes'. The main report was security forces killed 11 Kurdish guerillas in a clash. (Pg-8, 1 col., 4 cm). On 6th April there was not a single news on this subject.

7th April, The head line was 'Chinese airliner hijacked to Taiwan.' The news was- 'Two chinese men wielding handguns hijacked a chinese domestic airlines to Taiwan. The hijackers were identified as Liu Bao-Cai (23) a Seafood salesman & Huang Shu-Gang (29) on employee of steel company. (Pg-10, 2 col., 28 cm). The other news item of the same day was 'Five killed, 20 militants held in J-K.' It said 'Militants abducted 4 persons, including a police officer, while 5 persons, 2 of them militants were killed & 20 arrested in the Kashmir valley. (Pg-3, 1 col, 8.5 cm).

On 10th April, with a photo, the headline was '15 policemen chasing Veerappan killed.'- 15 Tamilnadu policemen were killed & 10 seriously injured when the vehicles in which they were chasing the notorious sandalwood smuggler Veerappan, hit a landmine. (Pg-1, 4 col., 46 cm). The news item was '31 killed in J-K violence'. The report was 31 people including 15 militants, were killed in stepped up violence in the Kashmir valley.' (Pg-1, 3 col., 30 cm). 3rd news was '39 killed in Lanka clash'. It was '20 guerrillas & 19 soldiers killed in a clash by Srilankan troops & Separatist rebels. (Pg-12, 1 col. 4 cm) **13th April**, with a Photograph (3 col, 18 cm) the headline was 'Hani's death sparks riots in S.A'. The substance of the news was 'Black anger at the killing of the S.A. liberation hero, Chris Hani, has boiled over into race attacks in which two whites were banned to death. (Pg-7, 2 col., 24 cm).

14th April, Headline was 'Shelling kills 56 in Bosnia'- The desperate east Bosnian enclave of Srebrenica appealed for an evacuation of its wounded after Serb shelling killed 56 people, including 15 children & wounded 90. (Pg-7, 2 col., 32 cm). The other headline of the same day paper was 'TJUS leader shot dead in Agartala.' The news was Mr. Mangal Debbarma Tripura Upajati Juba Samiti Leader) was shot dead. (Pg-9, 1 col., 10.5 cm).

15th April, 'Manipur Killings'- 'Eleven people were killed in different extremist related incidents in Manipur. (Pg-1, col. 6 cm).

16th April, the headline was '6 securitymen killed in Kashmir' the substance of the news was 6 security personnel were among 9 people killed & 18 injured while the security forces arrested 27 militants in the Kashmir valley. (Pg-4, 1 col., 12 cm). Another news item was 'six killed'- 6 people died & 6 others were injured after a group of upto 50 masai warriors attacked residents in Narok in south-west Kenya. (Pg-10, 1 col., 5 cm).

17th April, the headline was 'Bomb blast kills 11 in Bogota'. The report was 'The bombing of a Bogota shopping centre has left 11 people dead & prompted the government to extend the prison terms that terrorists face. (Pg-10, 2 col, 18 cm).

18th April, in 1st page, One column, (5.5 cm) the news was '4 killed, 7 militants held in Kashmir' - 4 people including 2 militants were killed & 7 militants arrested at Srinagar. In the same page no. 2 news items were on terrorism & 1 column each. 'Bombs blasts' - Suspected Jharkhand activists exploded powerful bombs at 3 places in Singhbhum district, killing one

person. & injuring two others (5 cm) other headline was about South Africa '2 shot in S.A' - Two blacks taking part in nationwide marches were shot dead by a white man in the city of Johannesburg (7.5 cm).

19th April, the headline was 'Tribal attacks'. The news was 'one person were killed & another injured in a separate attacks by tribal extremists in South Tripura. The another news of the same day newspaper was 'eight killed' - 8 person were killed in attacks by suspected former members of a muslim secessionist group in Philippines. (Pg-8, 1 col., 4.5 cm) & the first one was in 4th page, 1 col & 5 cm in length

On 21st April, Times of India reports that 11 persons including 5 children killed by Kuki extremists in Manipur & its headline was simply '11 killed'. (Pg-1, 1 col., 5 cm). The other news was '9 killed, 13 held in valley' & it was '9 people including 2 militants were killed & 230 structure gutted in different incidents in Jammu & Kashmir. (Pg-3, 1 col. 14 cm). The last news on the same subject was '7 killed in Manipur; 5 bodies found'. The details was 6 children were burnt alive when suspected militants of the national socialist council of Nagaland (NSCN) set ablaze 41. (Pg-7, 2 col, 24 cm).

22 April, the news on this subject was 'Ex-MLA shot' - A former muslim league MLA. Mr Ziauddin Bukhari 53 was shot dead by 4 unidentified persons near By culla bridge in South Bombay (Pg-1, 1 col, 7 cm).

24th April, a single tragic new item published 'SHO, 2 others killed in Bhatinda blast' - The Station House Officer (SHO) & 2 Special Police Officer (SPO) were killed by bomb blast in Amritsar. (Pg-1, col 1, 3 cm).

26th April, the news were different type than other days news on the same subject. 1st interesting news was 'Hijacker got inspiration from Hollywood film.' The substance of the news was 'The lone hijacker of the Indian Airlines flight smuggled the weapons inside the Boeing-737 using a technique similar to that in the famous novel & Hollywood film 'The day of the Jackal' according to same the six member crew which arrived at New Delhi. (Pg-9, 4 col, 28 cm). 2nd story was 'Kidnapped official's mother writes to president.' The intro of the news was 'Mrs Surabala Bordoloi, wife of Assam's first chief minister & mother of the abducted senior Tata Tea executive Mr. Bolin Bordoloi, appealed to the President to excerscese his good offices for the safe release of her son, kidnapped by unidentified militants on April 8. (Pg-9, 2 col, 26 cm). The next three consecutive days were free from terrorism. 30th April, the last event of this month was 'Extremist attacks'. The news was 'one police man was injured when underground extremists ambushed the escort party of the manipur minister in-charge of irrigation & food control department Mr. Toithoi Singh.' (Pg-4, 1 col, 6 cm).

Calcutta Information Centre Library (W.B.)
(two newspapers were missing)✓

AT A GLANCE Times of India, New Delhi. (April 1993).

PAGE	DAYS	SPACE (Column)	LENGTH (c.m.)
1	12	21	159
2	X	-	-
3	5	5	55
4	3	3	23
5	X	-	-
6	X	-	-
7	3	6	80
8	4	4	21.5
9	4	9	94.5
10	5	9	56
11	X	-	-
12	1	1	4

REPORTS ON TERRORISM Name of the paper - Aajkal

Survey period - 1st to 30th April, 1993

Tridib Brata Chatterjee

1st Year M.A. (Journalism), Calcutta University

ON the 2nd of April Aajkal published a 3 column, 19 c.m. news-story. The headline of that first page news was "Widespread violence in Srinagar; 14 killed, curfew imposed; pacifist Dr. Guru shot dead in Kashmir". The summarized form of the news was 'a political arbitrator, council member of banned Jammu-Kashmir Liberation Front (JKLF), Dr. Guru was shot dead by terrorists. After that subversive activities claimed 14 lives.

On April 3rd, Aajkal published a 2 column, 13 c.m. news-story in the fourth page. The headline was 'Naga guerrilla attack in Kuki village, 8 killed & 13 wounded'. The brief news was, 8 people were killed in a Manipur village by M.C.C.N. militants.

On fourth April, the paper published a single column, 11 c.m. length news. The headline of that fourth page news was 'Train derailed in explosion'. The news was of Puri bound Utkal Express derailed when Jharkhandi subversives blew up a rail track.

There was a news on sixth April on page seven. The headline of that 2 column, 6.5 c.m. news was 'Bomb blast in bus, 5 killed in Punjab.' Police suspected that it was the handiwork of extremists.

'Unrest in Kashmir' was the headline of a single column, 4 c.m. long fifth page news, on April 8. The news was, four B.S.F personnel killed in mine explosion. Police suspected that it was done by terrorists.

On April 9, headline of a fifth page news was 'Ex C.M.'s son kidnapped'. The content of that single column 4 c.m. news was, Bolin Bordolui, son of Assam's first Chief Minister Gopinath Bardolui, was kidnapped by the Bodo terrorists. On ninth April, headline of seventh page news was, 'A plan to murder Gill unearthed, 2 terrorists nabbed in Delhi'. The summary of the 2 column, 8 c.m. news was, police nabbed 2 terrorists carrying weapons & unearthed a plan to murder Punjab police chief K.P.S. Gill.

On April 11, on page 4, the headline of a single column 7.5 c.m. long news story was 'Terrorism; shops set ablaze in Srinagar'. The content of the news was such : terrorists set ablaze 260 shops in the commercial place of Srinagar. Again on eleventh April, Aajkal published that Communist leader Cris Honney was shot dead by terrorists. That 2 column, 4.5 c.m. news was published on the fifth page. The headline was 'Communist leader killed in South Africa'

Twelfth April, Aajkal published that bomb blast claimed 26 lives in Pakistan. That 3 column, 4 c.m. news was published on page number 5. The headline was 'Explosion in Pakistan, 26 killed'.

On fourteenth April, Aajkal published that T.U.J.S. leader Mangal Prasad Sarma was shot dead by ATTF militants in Tripura. Headline of that first page, single column, 18 c.m. long news was 'T.U.J.S. leader killed'.

On 19th April, Aajkal published that two policemen were killed by militants & arms were looted. That single column, 4 c.m. news was published on page 5. The headline was 'Sudden attack in police camp'.

On April 21st Aajkal published a single column, 4.5 c.m. news. The headline of that first page news was 'Sarif saved'. The summarized form of the news was such that terrorists tried to kill the Egyptian Information Minister Mr. L. Sarif. On that day, Aajkal published a 5 column, 5 c.m. long news. The headline of that first page news was "Train derailed near Ranchi, 15 killed, Jharkhandis activities suspected". The news-story was that subversives took off a fishplate, a passenger train jumped off from the track'. In page no. 7 of 21st April's Aajkal, they published that 11 people were killed in Manipur by terrorists. That 2 column, 8.5 c.m. long news was published in page no. 7. The headline was "Terrorist organisation involved in riot, Naga attack in a Kuki village, 11 killed".

On 22nd April, Aajkal published that 17 people, including 10 policemen were killed in a mine explosion. Probably terrorists belonging to Peoples' War Group planted the mine. That 3 column, 6.5 c.m. long news was published on page no. 1. Headline was "Police jeep blown up in land mine explosion, 17 people killed in Maharashtra".

On April 24, 'Athulathmudali' was the headline of a single column, 4 c.m. long news published on page no. 1. The news was such that former Minister of Sri Lanka, Lalit Athulathmudali was shot dead by terrorists. There was a single column, 9 c.m. long news published on page 5. The headline of the news was "Labourers Kidnapped". The news was that N.S.S.N. terrorists kidnapped 5 labourers from a Sibsagar tea garden. Another news of that day was armed terrorist attack at a west Tripura police station. The headline of that page 5, single column 3.7 c.m. long news was 'Attack in police station'.

'Bomb blast in London' was the headline of a single column, 3.9 c.m. long first page news on April 25. The news was, bombs were planted by suspected Irish Republican Army that killed 1 person and wounded 34 others in London. On April 25, another headline was "IA plane hijacked with 142 people, including 6 staff". That 3 column, 22 c.m. news was published on page no. 1. The news was, 2 terrorists of Kashmiri Hujbul Mujahidin group hijacked an Indian Airbus aircraft to Mauritius.

On 26th April, Aajkal published that London observed consecutive bomb blasts in different places. Police suspected that it was handiwork of Irish Republican Army. That single column 10.5 c.m. long news was published on page 4. The headline was "Consecutive bomb blasts in London".

On 28th of April, the headline of a news was 'Angels of death'. That single column, 4.5 c.m. long news was published on page 1. The news was, a group of terrorists kidnapped 19 Judges, including the Chief Justice of the Costarican Supreme Court.

On 29th of April, Aajkal published that 3 people were killed at Sonaram market in Tripura by terrorists. That 2 column, 5 c.m. long news was published on page 3. The headline was "3 killed in Tripura".

"4 people, including a Bodo heroine kidnapped" was the headline of a 3 column, 4.5 c.m. long news on page 7 published on April 30th. The news was, 4 people were kidnapped from a crowded place of Guwahati by terrorists.

Ananda Bazar Patrika reports on Terrorism from 1st April to 30 April, 1993

By Mahuya Maitra, 1st Year Journalism

THIS is a research to show the amount of space covered by news items on Terrorism in the "Ananda Bazar Patrika" (a leading Calcutta based Bengali daily) from 1st April 1993 to 30th April 1993.

On the 1st of April 1993 page 1 Ananda Bazar Patrika carried a news concerning the Satta Don of Calcutta Rashid Khan. His life sketch and activities covered 23 cms length of 5 columns, and the same news continued 11 cms in 4 columns in the sixth page. The news was accompanied by a sketch of the Satta Don.

Another news on page 3 reported that bomb ingredients weighing 10 kgs were recovered from underground in Tangra in West Calcutta by the police. The length and breadth of the news was 10.5 cms and 1 column respectively.

Page 5 reported a news of 1 column width and 22.5 cms length that a youth was stabbed in former Railway Cabinet Minister Gani Khan Chowdhury's Delhi residence in his absence.

April 2 had a major news which ran into 3 columns and 18 cms. The headline read- "Widespread Violence in Srinagar- 18 killed".

Rashid Khan was again on page one, and a news story headlined "Satta the octopus of greed" was written in four columns and 29 cms alongwith a sketch. This was continued in page 10 in 2 columns and 25 cms. In page 5 a news saying that 14 people suspected linked with Bombay blasts were caught by the Delhi Police. Reports say that they have been alleged of storing R.D.X.

On April 3 the Rashid Khan news continued still on page 1. The news accompanied by a sketch said how Rashid and Police were close allies and that police cannot master courage lay hands on Rashid. The news had a length and width of 4 columns and 24 cms in page 1 and 4 columns and 29 cms in page 5 in its continuation. On the same day (i.e. April 3) page 5 carried a report of 1 column and 7.5 cms of : "6 persons died in clashes" in Patna between the police and violent mob. The incident occurred when the people were protesting against road accidents. On page 4 a report of 2 columns and 13 cms read the headline as "Naga Guerilla's attack Kuki village, 8 killed 13 wounded".

April 4. Page one reported again about Rashid Khan in 3 columns and 29 cms alongwith a sketch. It detailed how Rashid was an influencing factor in state politics. This news continued in page 6.

Another report in page 7 said that the Nizamuddin Utkal Express was derailed when a powerful bomb implanted in the railway lines by Jharkhand agitators exploded. 5 bogies jumped the rail near Kharagpur-Tatanagar area. Length of the news was 24.5 cms and width 1 column.

April 5 reports were only based on Rashid Khan and the arrest of his associate Anwar Tiddi. Another person named Md Khaled who is suspected to be behind the preparation of bombs which blasted was arrested too. The 2 reports on page one were 1 column and 24.5 cms and 1 column and 14 cms respectively.

In the 6th of April on page 5 a report of 1 column and 11 cms reported about "5 persons died and 26 injured when a bomb exploded on the rooftop of a bus in Amritsar in Punjab. The bomb was kept in a bag. The hand of terrorists in the incident have been suspected.

Another report on the same page said that 3 persons suspected connected to the Bombay blasts were arrested and American made arms were recovered from them. Length- 11.5 cms and width 1 column of news.

April 7 - reported no terrorism news.

April 8 - reports say 1 Sikh terrorist was arrested alongwith 3 kg of R.D.X in Bishnu Gardens of New Delhi. Length & width of news 14.5 cms & 1 column in page 1.

April 9- Page 3 reported the killing of a 25 year old Satta Don of Howrah named Sahu. He was stabbed to death at about 9.00 p.m. on 8th April. Length and width of news was 5.5 cms & 1 column respectively. On page 5 a news reported that People's War Group (P.W.G) supporters were agitating over the arrest of their leader Sitaramaiah and set fire to Nizamabad station in Andhra Pradesh.

On the 10th of April Ananda Bazar Patrika reported news of National importance on page 1. A 4 column and 17 cms report informed about the death of 22 police personnel of the Task Force set up to nab down Verrapan, the infamous sandalwood smuggler of Tamil Nadu. The incident occurred when the police was undertaking combing operation. At least 28 people were injured during the incident.

On page 4, a report said about that the widespread violence following the 72 hour (3 day) bandh in Tripura. The ruling CPI (M) government was alleged of supporting the criminal acts in the state and mastermind behind all the stray incidents. The 2 column report had a length of 22 cms.

April 11 carried a report on page 3 in one column of 4 cms that an infamous dacoit was killed in police firing in 2 Parganas (North) area. Another report on page 5 said that 2 young persons suspected as burglars were killed in mass beating in the Nimtjora tea garden of Doars on 8th of April.

On April 12 for the first time in the month, news of International importance was published. The headline read- "An India protests in Dacca, 55 wounded, 36 arrested". The agitation was arranged by Muslim fundamentalists groups. The news measured 8 cms in one column.

Another headline - Bodos kidnap Tata Tea manager Mr Bolin Borduloi. C.B.I. suspect hands of the Prohibited Bod Protection group behind the incident. This report on page 8 measured 7.5 cms in 1 column.

April 13 a page 3 report of 1 column & 9.5 cms said a man named Sital Nandi was arrested near Bartala thana in Rabindra Kanan. It has been alleged that he had killed a person for unknown reasons by hurling a huge stone at the victim. A report on page 5 informed that violence in Tripura was still on two people were killed and there were allegation and counters from both the political parties namely ruling C.P.M. and Congress-I in opposition in the state. The report was 12 cms in 2 columns. A district correspondent report said about 2 people died on the spot near Old Bazar in Kharagpur over group clashes of anti-socials with common people.

April 14, a report on page 4 said that terrorist activities were still on a fullfledged scale in Kashmir with the aid of Pakistan. The 2 column report measuring 6.5 cms in length said that Pakistani detective agency Inter Services was the mastermind behind the widespread violence in which 6 people were killed in the last 2 days.

April 15 and April 16 newspapers had no news reports on Terrorism.

April 17 page 1 reported the recovery of Ammonium Nitrate and blast materials from Gurgaon area in Bombay. The news measured 1 column and 10 cms. On the same day page 5 reported the stabbing of a journalist named Anik Basu in Theatre Road in Calcutta, leaving him badly wounded. He was admitted to Calcutta Medical College hospital and reported to be out of danger.

April 18 page 7 carried an important international news in 2 columns and 7 cms that 2 people were killed in South Africa when Whites open fired in a protest rally. The rally was arranged in protest of the killing of leading Black leader Chris Hani

April 19 page 5 reports the death of prominent Babbar Khalsa leader Baldeo Singh in Gurdaspur district of Punjab in Police firing. Report measure 1 column & 6 cms.

■ **April 20** no reports on Terrorism.

April 21 page 2 reports that 2 young persons were killed while preparing bombs in central Calcutta. The report measured 1 column and 55 cms. Similar incident was reported on page 6 that three C.P.M. supporters died in Kandi village in Midnapore district while preparing bombs.

April 22 - page 1 had a major report of national importance. The headline read - "Blast in Pune Passenger Train - 6 dead" The bomb is suspected to belong to military troops travelling in the train and that the incident was an accident. Measurement 1 col, 7 cms.

District reports from Barasat said a man was killed and later 7 people were arrested following the incident measurement - 1 col. and 8 cms on page 2. Page 4 carried the third major report saying 2 jawans died in Manipur following clashes with Kuki terrorists. Width was 1 column & length - 8 cms.

April 23 - reports on page 5 - a bomb exploded in Surat station leaving 32 injured. Width 1 column & length 7 cms.

April 24 - page 4 - 2 column & 11 cms news reports, the death of a person in Manipur following clashes among Kuki National Front Terrorists and the Military. Measurement- 2 columns and 11 cms. page 5 reports in 1 column and 8 cms about the death of 3 police officers in Punjab in Bhatinda when a bomb exploded.

April 25 major report on page 1 about the hijack and later rescue of Boeing 737 the Delhi-Srinagar Indian airlines plane. Commando forces helped in the rescue operation in Amritsar where the plane was hijacked. In page 1 report measured 3 column & 15 cms and report was continued in page 7 - 2 columns & 14.5 cms.

April 26 - Page 3 reported the bomb blast in Muchipara Police Station area in the house of a C.P.M. cadre. 1 column & 12.5 cms. Another report in 1 column & 6 cms saying that a lady employee of a 5 star hotel in Central Calcutta was injured severely when hit by an acid bulb. Her face was severely burnt and she was admitted to S.S.K.M. hospital. Measurement- 1 column & 6 cms.

✓ **April 27** reported 4 incidents of violence and terrorism. They are-

(1) In Suti police station area of Murshidabad a Sikh Youth attacked suddenly and looted arms- measurement 1 column & 14 cms. report on page 1.

(2) Alleged murderer killed in Joybibi Road in Howrah- measurement 1 col and 9 cms. Report on page 2

(3) Naga terrorists kill 5 policeman in Nagaland- Page 5 report measuring 1 column & 5.5 cms.

■ (4) 1 person was killed in mass beating suspected as a thief in Jalpaiguri. Eight such incident in one and half months in the district. Page 6 report measured 1 column & 4.5 cms.

■ **28 April** page 3- report 2 column & 14 cms. In a private bus passengers were looted when 3 armed men got up in disguise. The bus was going from Jadavpur to Dunlop.

■ **29 April** - major page 1 incident of 3 columns & 11 cms - 6 persons died when a bomb exploded in a building under constructions in Golf Club Tollygunge. 25 bombs were recovered. The killed are suspected as Terrorists. The news was continued in page 11 in 1 column & 9 cms. 6 people were arrested over the killing of a Congress party worker in Jalpaiguri. width 1 column & 5 cms.

Another report of the day said that 4 persons died and 5 injured when a bomb exploded in a garbage in Istanbul. Measurement 1 column & 15 cms.

■ **30 April** page 1 report in 2 column & 19 cms - reported that 19 antisocials were arrested and weapons worth thousands recovered by the police in Dumdum, Barranagar in 24 Parganas. Page 11 report of 1 column and 7 cms said that 1 killed and 2 arrested over C.P.M. & Congress group clashes in Murshidabad

The news headlines of the month was dominated by Rashid Khan and a series of bomb blast in West Bengal and the country. This shows that terrorist activities and violence have become an essential part of our lives as reflected in the leading Bengali daily Ananda Bazar Patrika.

VC trying to meet challenges

Prasenjit Bakshi

Ruby Banerjee

2nd Year, M.A. (Journalism),
Calcutta University

DR. Rathindra Narayan Basu, now at the head of affairs as Vice-Chancellor of Calcutta University, wants to regain the golden days of the premier institution of the country, but he finds the problems before him are formidable. Even so he is trying hard to cope with the situation. Dr. Basu says with a smile. "Research was easier for me and I am still trying to adjust myself with my new role as an administrator." A brilliant academician as he is, this new role as Vice-Chancellor signals a transition in his career, yet he asserts he will not budge an inch from his onerous responsibility.

Dr. Basu thinks professional administrators like IAS officers are not suitable for the Vice-Chancellor's chair, because he says they are not familiar with the aspirations and requirements of an academic set-up. He is confident he will live up to everyone's expectations as he has been long associated with the academic life and its manifold challenges.

The Vice-Chancellor lays great stress upon holding examinations and publishing results in time, yet he feels that the "advancement of learning" is more important than the award of degrees. He favours more researches in core areas. But at the same time he urges university students to realize their social obligation and play their role in smooth-sailing the downward percolation of education.

In an exclusive interview with the Unical the VC has discussed the issues relating to the campus university. A campus university would have been better than the present set-up wherein university departments are scattered all over the city, but he points out Calcutta University has more than 12,000 post-graduate students on its rolls and it is difficult to accommodate them under one roof. The idea of a campus university is brilliant but its feasibility is debatable.

Asked whether the College Street campus would have only administrative departments in the future the VC says: deliberations are going on. But he reiterates academic activities should not be dissociated from the College Street campus.

Dr. Basu also touches upon awarding autonomy to undergraduate colleges. He admits some colleges do have the necessary infrastructure, but he opposes any indiscriminate award of autonomy as it will ruin uniformity and the standard of education. "What if third-grade colleges start selling degrees", he asks. He agrees shortcomings are too many, still he is optimistic about a u-turn to the CU's rightful position.

About judicial decisions that have undermined the prestige of the university, Dr. Basu feels sorry that CU is no longer what it was. But he regrets the media have always played a negative role since they are not bothered about highlighting the achievements of the university. He points out several of its students have topped the examinations like GRE. Several students now doing post-graduate studies are in no way inferior to those of the past decades. "Cream" students are seeking admission.

Dr. Basu had a brilliant academic career. He had his early schooling at Bongaon High School in North 24 Parganas. After graduating from the West Bengal State College of Agriculture in 1957, he took his M. Sc. from Calcutta University with distinction, two years later. From the Indian Agricultural Research Institute, New Delhi, he received Ph. D. in 1962. His doctoral thesis, conducted under the guidance of Prof. R. D. Asana, was on "Grain filling in wheat under moisture stress". His research work on "Auxin-synergists in the regeneration of adventitious roots" got him D. Sc. He received the J Chinoy Gold Medal in Plant Physiology in 1973. Dr Basu worked with Prof M B Wilkens at Nottingham (U. K.)

Back home, Dr. Basu joined Calcutta University in 1983 and was appointed Dean of Agriculture in 1989.

Speaking about his University life, Dr. Basu went down memory lane. "Ballygunge campus, in my days, was like a big family. Students were fewer than today but they had a close relationship with teachers. We shared our joy and sorrow."

CU PLANS MANUSCRIPT LIBRARY,

SAYS BHARATI RAY

- Sonali Sur

Ex-Student, Dept of Journalism C.U.

SONALI SUR : Eyebrows were raised and cynics carped when Dr. Bharati Ray took over as the Pro-Vice-Chancellor (Academic) of Calcutta University, Trye, she was a brilliant student and a fine teacher. But running administration at an institution where problems were enormous and issues complicated seemed no fun or picnic. Will a woman succeed and that too in a male-dominated administrative set up? Well, if the records of the past two years are anything to go by, it will be evident that she has not only faced the challenge but has made her presence felt, thereby giving a fitting reply to those who said "Bharati who?" on her appointment.

Dr. Bharati Ray, however, admits that she too had had her doubts and apprehensions while the offer came. But on second thoughts she felt here was the opportunity to serve her Alma Mater in a more direct and fruitful way. Teaching was her passion, something she enjoyed above everything. But this new assignment was something different, here was the opportunity to get more involved with various facets of education. Moreover, she figured, if she could in any way help the university to refurbish its fading image, why not give it a try?

Warm and affable Dr. Ray said that "being a woman is no handicap. On the other hand, women are more serious in their respective fields of activities." After all if a woman is capable and intelligent, men accept her.

Dr. Ray had her early schooling at home and it was only in class X (Ten) that she first went to a government school in Jalpaiguri. She did her graduation and post-graduation from Presidency College with great distinction. She also appeared for the I.A.S. examination and even got through the interview. But she preferred to be on the educational line and has never regretted it. In fact, her career as a teacher in Shikhsayat College and then in Bethune College for a considerable period of time had helped her greatly to assess and understand the problems of the undergraduate students. She later joined the department of History at the University of Calcutta, eventually becoming the head of the department. "It was at this stage" she said with a broad grin, "fate sort of intervened and I was offered this job which I must admit is both complicated and delicate."

What was her initial reaction? "Well, I took it in my stride to me it was just another job and I found it very interesting and challenging. Besides, I believe one has to do every job to the best of one's ability. This has been my approach to every job including this," she explained.

What does she consider to be her major achievement? "I do not thin", she replied in a soft note, there has been any personal achievement. Whatever I have been able to do has been possible because of the excellent support and cooperation I received from the Vice-Chancellor, the Under-Graduate Council, the Syndicate and other officials. It has been possible to publish the results of the B.A./B.Sc/B. Com examinations and in most cases we have been able to publish the results within three months. Formerly, it took even eight months before the results could be published. However it was clear the Dr. Bharati Ray seemed determined to go ahead with her plans and programmes, come what may. And the only thing that mattered most to her was the welfare of the university and the well-being of the students. "All of us should try our best to do something for an institution which is our VERY OWN", she looked excited. One could not agree more.

That students should lose one academic year was something that deeply worried me." Dr. Ray further pointed out that the university has also been able to assess the status and position of a number of undergraduate colleges. In all these years, she further clarified, "We have inspected many colleges and we intend to visit a few more in future."

The administration of the university, too, she feels, has definitely improved since she assumed office. "Some 900 Ph. D. papers were lying unattended. Now about 800 of them have been disposed of. And all this," she reiterated "would never have been possible had I not received the unstinted support and admirable cooperation of staff. "What about the cooperation of her male colleagues? "Well", she smiled, "men will try to dominate. But if you can overcome the initial hurdle, everything smoothens out in the end."

What are her future plans and programmes for the university? "We have plans to build up a manuscript library. In fact, the work in the Tibetan manuscript library has already started. The excellent collection of works of Sarat Das has to be preserved at all costs. Also, in the central library we want to build up an known conservationists Further, archive for manuscripts. Besides, we would like to effect some improvement in the Ashutosh Museum. This interesting museum seems to be divorced from the rest of the university and not very many people seem to know about it. This is rather unfortunate. An interaction between the students and the museum has to be established. Cataloguing of books in another target and in this respect we have already consulted some well we intend to strengthen another important wing operating at the university-the Women's Research studies Centre."

Finally, What is the secret of her success? "Has there been any success?" she shot back with a broad grin. "But if you insist, I should like to say the same I told you earlier. That is if there has been something worth mentioning it has been possible only because of the excellent support and encouragement I received from all quarters."

Calcutta University may hike fees to raise funds

Rakhi Chatterjee
2nd Year M.A. (Journalism)

Pro V.C. (Finance), C.U. Dr. Prabuddha Nath Roy, foresees a bright future for the educational scenario in West Bengal, compared to other States, "despite severe economic crunch" and "infrastructural constraints" present in the University today. Dr. Roy spared some time from his busy schedule to have an informal chat with a student of Journalism department, C.U.

Coming to Calcutta after partition, this Ex-Presidencian of many laurels completed his schooling from Mitra Institution. After achieving his Post-Graduation in Economics, C.U., he got his Post-Doctorate Fellowship from the Massachusetts Institute of Technology in 1965. After a stint as an Assistant Professor (Economics) at the Boston University, this brilliant academician joined as a Reader in Economics in his alumni university. The Year 1987, saw him in a new role as an appointed member, State Planning Board. With his appointment as Pro. V.C. on August 1st, 1992, Dr. Roy began his career as an administrator, which he admitted has been, "a new experience" on his part.

Commenting on Ashok Mitra Commission Report on Education, he said the State Government's emphasis on "the universalisation of primary education and literary movement has been in the right direction". "In a country having a poor literary rate and very little primary education" this has been the right step, feels our Pro V.C. According to him, attempts are being made by various Universities in the field of teaching and research, to maintain the level of education and financial problems have not been a hindrance in the development of "free intellect in the campus". He praised the efforts of the students "who have been trying to come to a grip with the situation" and have matched their strides with their brighter counterparts in the foreign Universities.

Elaborating on the financial difficulties in the University today, he noted that the situation has deteriorated since 1991 previous to which there had always been a surplus budget. The preponderant part of the receipt on the University consists of grants from the State Government with the University being able to "raise very little resources on its own". But at the same time, the authorities are engaged at present in an "exercise relating to the improvement of internal resource generation though no concrete decisions have been taken regarding these matters. He also admitted the shortcomings being faced in the department of Journalism, which is essentially a subject based on practical training due to financial limitations. The department has benefitted the most under the Developmental Special Assistance Project of the U.G.C. which has brought in a huge amount of money to be utilized for infrastructural advancements.

On being asked about the sorry state of University libraries and laboratories, the Pro V.C. said that these were due to both financial and administrative lapses. When asked on the controversy regarding the demand by Presidency College for autonomy status, he admitted that it was more due to administrative reasons.

The new Pro V.C., completing nearly a year in office on August 93, said that he has been gradually "taking things in his stride". Though his post-retirement plans have not yet been chalked out, he wishes to contribute to the intellectual and literary advancement through his desire of writing books which remains one of his first post-retirement priorities.

Senate Election as Registrar sees it

Asit Biswas
Seema Ahmed

Ex-Students of the Department of Journalism, Calcutta University

DR. Tapan Mukherjee, the Registrar of Calcutta University, maintains all important files, deals with the legal proceedings, places the problems of the University before the Vice-Chancellors, the Senate and the Syndicate, takes decisions on the matters of importance in consultation with the Vice-Chancellor and Pro Vice-Chancellor and looks after various related things. "Advancement of learning" has been the motto of Calcutta University, since its birth. Keeping in view the huge responsibility Dr. Mukherjee shoulders, it would not be wrong to say that he is heading those who work tirelessly behind the scenes to set the wheels of 'advancement of learning' always moving. Before assuming the office of the Registrar, Dr. Mukherjee was a teacher in the department of Electrical Engineering in Govinda Ballav Pant University, a teacher in the department of Computer Science & Engineering, Calcutta University, and, later the Secretary, Faculty of Science, Technology and Agriculture in Rajabazar Science College. According to him, "an academic administrator has to be both an artist and a scientist." As an artist he must execute his work meticulously and decently, and as a scientist he must have an analytical mind being able to anticipate the hurdles to cope with.

In his opinion "all academic administrators should have, in the first place, been a teacher so that they can feel the pulse of departments, teachers, and most importantly of the students whom the University is meant for"

On being asked Dr. Mukherjee gave a detailed account of what exactly the Senate and Syndicate are. Both are the authorities of the University consisting of 203 members altogether. The Senate consists of ex-officio, nominated and elected members.

Among the 163 members of the Senate, five are nominated by the Chancellor. Among the other members are professors, readers and lecturers of the University who make up a total of 30; 29 teachers from affiliated colleges, 8 Principals of affiliated Colleges, 5 from the West Bengal legislative Assembly, 9 regular Post graduate students, 5 regular Under-graduate students and other taken from various departments of the University. The Registrar is the secretary of the Senate.

The Syndicate has 40 members altogether. The Board of members consists of representatives of the Senate, the Post graduate and Under-graduate faculty councils. The Chancellor nominates two members to the Syndicate.

Elections to the bodies are held at an interval of every four years. Election was last held on September, 1991. The election to the Syndicate is a long and complicated process.

Dr. Mukherjee has high regards for the students of Calcutta University, who, according to him, have high potential and do extremely well in all fields of life.

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Ex-Vc wants practical training for journalism students

Debabani Dutta, Partha Mukhopadhyaya
Ex-Students

The image of Calcutta University has been much refurbished by Dr. Bhaskar Roy Choudhury, the Vice-Chancellor. He said, "When I took up the charge, the University's system of functioning was in a derailed state. And, I believe, I have been able to pull it back on the sails appreciably."

But how did Dr. Roy Choudhury bring about the change? "First of all, I tried to eradicate the slackness in the present Examination system. And I have achieved a considerable success. For instance, a definite improvement has been made in publishing graduation results. A positive change has also taken place in Post-Graduation results, yet several drawbacks still persist which have to be overcome quickly and steadily in the coming years," he said. For instance, his constant endeavour to start the graduate session from September bore fruits.

Secondly, he has been able to provide enough elbow rooms to various departments through proper reallocation of space. He explained : "three additional spaces were acquired at Alipore Campus, Saha Institute of Nuclear Physics and its hostel. At the Rajbazar Campus, I have been able to provide additional spaces to departments like Computer Science, Atmospheric Science, Physics and Applied Mathematics. Four lecture theatres were constructed for common use at the Ballygunge Campus, spaces were allocated for the construction of Marine Science and Molecular Biology departments. As you are aware, several departments have already been shifted to the Alipore Campus, MBM is going to be shifted in the near future to this campus. In addition, there are plans for constructing seminar rooms and central library at the Alipore Campus. Moreover, he also succeeded in filling up several vacancies of technicians, officials and teachers.

How many seats have been increased in Post Graduate courses? Has any new discipline been introduced during his tenure? Dr. Roy Choudhury replied, seats in the Post Graduate courses were increased by 10 percent. Last year, 40 seats were increased in Zoology and 50 seats in Physics. There had been a significant rise in the number of seats of Computer Science while seats of Electronic Science would be increased next year. And I have initiated the functioning of Women's Studies Research Centre.

About the Department of Journalism, Dr Roy Choudhury emphasized on the need of practical training for its students. He pointed out, "Journalism is a professional course. Why does not the department contact the various newspaper houses and make arrangements for providing short term training to its students?" According to him, a teleprinter might also be available in the near future.

Despite his manifold achievements during his four year tenure, Vice-Chancellor of Calcutta University, Dr. Bhaskar Roychoudhury was sceptic about how far the university has been successful in fulfilling its objective of creating an educated society. Sadly, he said, "I am not sure, whether we are making educationists, technologists in true sense or merely handing out degrees to them to help to participate in this existing rat-race."

‘যে ধর্ম গরীবের দঃখ দূর করে না, মানুষকে দেবতা করে না, তাকি আবার ধর্ম?
যারা এক টুকরা রুটি গরীবের মুখে দিতে পারে না, তারা আবার মুক্তি কী দেবো!’

— বিবেকানন্দ

তথ্য ও জনসংযোগ বিভাগ

কলিকাতা পৌর সংস্থা

Modern Newspaper Techniques & Management

By P. K. Mukherji

Guest Lecturer, Department of Journalism
Calcutta University

HAVING some critical insight into the affairs of the times, an American philosopher long ago christened our epoch that of "The managerial revolution". He meant to emphasise that, in contrast to the bygone period of the industrial revolution, when the mainspring of economic progress lay in technological development, the contemporary era depended for its motive power on personal skills of leadership and commercial acumen- the ability of some people to impel economic progress by their direction and co-ordinating of other people's individual efforts in the business of living. Divine providence did not leave him long enough on earth to see how accurately his appraisal would hold true, even in circumstances where once again the technological factor exerts a major force- for the world of industry and commerce has entered on to another transformation, with highly complex automatic equipment and intricate electronic instrumentation as the foundations.

Science and technology are today coming to their full fruition. Accumulated knowledge garnered by patient painstaking labours in the backrooms is now borne in triumph to the board room; hardly a business can continue its affairs without some reference to the scientific and the technological. But there is no reversion to a mechanistic dominance; the era remains correctly dubbed that of "managerial revolution"- for one thing above all else is receiving universal acclaim, that the harnessing of science and technical knowledge is a task for "management".

Exactly what the term management is not always clear, and not always agreed. What is clear and agreed is that it does mean some form of personal command of a situation such that technological, commercial and human aspects are interwoven into successful progress.

Some thirty years ago opinion was all but unanimous in the view that managers are born, not made. The concept is changed. The current day contrast is seen most starkly in the daily and Sunday papers : Attractive advertisements show enterprises large and small pleading with the younger generation to come forward and be paid handsomely for being trained in management. Managers, clearly are now made, not born.

This modern world with the progress of civilisation has turned the simple mechanism of exchange i.e. barter system of acquisition of goods by the exchange of other goods into the complex structure of the twentieth century world-wide industrial and commercial system, with its innumerable manufacturing units of all sizes and kinds and its legions of trading, transport and financial houses. The complex pattern of economic activities forms the background of management. Despite its complexity in action, it rests on simple principle, all economic activity is directed to a parallel two-fold aim of supplying the goods and services that consumers need, and providing the means by which they can purchase those goods and services.

With the complexity of things, complexity of activities, management trainees are developed on the needs based for that particular enterprise. The basic aim of management is to utilise the skill and effort of people employed in the unit- the human effort in part directed to the manipulation and operative tasks, and in part to the mental process of designing, calculating, drafting, planning, corresponding, selling, deciding, managing.

With the advent of electronic era there has been revolution in the Printing World. There has been vast change in the administration and management functions of each printing house, whether of text-books printing or magazines or newspapers printing. Printing is no more a craft or trade, it is now an industry. It is now sometimes named as Graphic Communication or Print Communication industry. Various forms of management activities are linked up with the new technology, Hi-tech technology in printing.

In this age of information, communication is truly global. It is rather universal; inter-planetary. We can think of a global village for exchange of views in twinkles of seconds, sophisticated application of telecommunications technology will lead to the formation of more networks and groups.

The communication that is sharing of information has evolved over the ages from gesturing, speaking and writing to printing, telegraph, telephone, radio, television, videos and facsimile, through electronics, computers, fibre optics, laser, holography and satellites.

The first block printing around 868 AD in China, the first printing in 1454 by Guttenberg of West Germany by movable types are hardly discussed now. In India, however, Letterpress process of printing is still continuing and will continue for few more years.

The first printing press in India was brought by a Portuguese monk in 1556. Today India has State-of-the-art printing presses such as offset printing. There are about 28000 newspapers and magazines, published in India now. India has perhaps the largest number of newspapers in the World and also the largest publishers of books. With a literate population of about 40 crores India is already a considerable market for books. Newspaper and magazines are bound to increase. Registrar of Newspapers India, registers two newspapers/magazines almost daily on the average, which indicates the trend for increased publishing of newspaper-magazines. Big newspapers in India are bringing out or arranging to bring out satellite editions from different cities. So we find that alongwith old process of printing i.e. letterpress method of printing very small newspapers to the latest method of computerised composing, electronic-computer controlled web printing, facsimile and satellite transmission of images are in operation. Also with the fast development of electronic media, the print media has to face the challenge of the electronic media.

This revolution in the technological field particularly in newspaper industry has influenced journalists and non-journalists workmen to adopt new systems of bringing out neatly printed newspapers to be distributed to customers on time. The managerial staff have been trained or retrained with the changed situations and they on their turn are training or retraining other management executives and supervisors who in their turn are training and retraining employees in different sections of a newspaper house.

Right from MD or Chief executive of a house down the line Managers are keeping watch on constant and rapid changes in the market patterns, readership patterns and the like, and gearing themselves up on the need of the day. Development of managerial personnel like Finance, Production, Marketing, Materials, Administration and also the Editorials are continuous process now.

The satellite communication is no more a dream. It is so very real now. Some of our newspapers have already adopted satellite communication in bringing out Satellite editions from different parts of the country. Communication is often defined as the exchange of information between two individuals using a common set of symbols. A typical data communication model consists of three common items, First, a source or transmitter must exist. It can range from a human mouth to a scanner used in the graphic arts industry. Second, for the transmission to reach its destination it must travel over an appropriate medium. This medium can be the atmosphere, which can carry information generated by a human mouth and a scanner, a wire for the transmission of telephone signals or a combination of the above two ~~mediums~~. Third, a receiver must be present to receive the signals that are transmitted. In the newspaper industry data communication refers to the transmission of text and photographs in black and white or colour. The transmission medium is usually a combination of atmosphere and wires. The receivers are remote printing sites which receive and transform information into publications, which are distributed in a particular geographic area.

This system consists of an antenna or a satellite dish which transmit data to the satellite orbiting the earth. A satellite is composed of transponders which receives signals from earth known as the uplink. It amplifies and retransmits them simultaneously to earth, known as the downlink.

Fully composed newspaper pages containing halftone photographs and text can be transmitted or page elements can be transmitted rather than full page. Continuous tone photographs, line art and files which are stored in computers and subsequently used to construct pages. A newspaper page is transmitted to distant sites as analogue electronic signals in the form of voltages or amplitudes. Modern communication systems use digital circuits to transmit information. This requires the conversion of analogue signals to digital signals.

A hand composed newspaper to satellite editions- a sea change has come to play in producing a newspaper of today, so also the changes with the corporate management activities.

Courtesy :-

1. The Principles and Practice of Management, by E.F.I Breach, Longmans, U.R.
2. Printing Times, AIFMP, India.

Advanced technology towards Print Media

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WHEN we hold any printed matter in our hands, we seldom think the origination of the process or processes, it has been through before coming to our hands. This may be in the form of a text book, novel, magazine, newspaper, a letterhead or calling card, product literature or circular or any of a thousand different kinds of printed matter. But certainly they all go through some or entire process of printing. If we look back to the last century, the making of printed product was laborious process which could last for several months.

With the advancement of science and technology in the field of graphic arts in this century as well as the increase in literacy, the number of printed products, namely text books, magazines, newspapers have increased phenomenally. So far to my knowledge in India alone there are more than 50,000 publications and that figure puts India in the fifth place. But India also has more than 100,000 printing presses.

We do not know when man first began to write. One can imagine that messages were scratched onto the soil or blazes were made on rocks or trees and that is tens of thousands of years ago. In the beginning of the recorded history, the Egyptians and later the Romans and the Greeks, chiseled characters onto the stones. The oldest papyrus rolls date from about 2500 BC, are the first form, using red (derived from iron oxide) and lamp black ink. But so far our knowledge goes that paper was actually invented in China in the second century AD. It took almost a thousand years to migrate to Europe.

Books began to take place on parchment rolls around the fourth century AD. They had to be written out by hand laboriously. The first reproductions were made by man from images carved on flat stones. These were intaglio i.e. engraved representation. Any inky substance was deposited in the engraved portions and then transferred onto paper.

Around 9th Century AD, raised impressions on wooden blocks were used in China. As the demand for books grew, it became obvious that a better method of printing was required.

In the middle of the 15th century Johann Gutenberg invented individual type which was used for many centuries after and still in this computer age, the hand setting of composed material is used.

Gutenberg cast individual characters in a brass or copper mould, in which a character of the alphabet had been punched. The punch was created manually by drawing a character in reverse on the face of a hard steel block and curving out the area around the character. The resulting cast of an individual alphabet came to be known as "Type". These castings were made for the entire alphabet and the different sizes as well. He then placed the characters together to form words and a complete line of text. In this way he could set at a time. This process came to be known as "Typesetting".

From the time of Gutenberg till Margenthaler's-Linotype (Line casting) or Lanston's-Monotype (Single letter casting) machines, there were no practical way to set type by machine. The linotype, introduced in 1880 had a keyboard and the operator typed the text on the keyboard which put together a series mould of characters typed, called matrices and a molten alloy of LEAD was poured into the mould forming a complete line of text. This single unit was delivered to the galley all ready to go into the form.

Then another invention, during that period, was getting developed photography which was to have a big impact on typesetting. So the need for a photocomposition device became readily apparent. The First Generation Phototypesetters used the same mechanical principles as was used in hot metal linecasting machine. Instead of the moulds used for the hot metal, the phototypesetter used a negative film of the characters. Using a lens, a beam of light was passed through the negative on to photographic paper. The Second Generation Phototypesetter switched from a Film Negative matrix to a disk, which was essentially a photographic negative of the characters of the alphabet arranged in a circular form. The Film was then moved laterally by the space of one character and the disk was spun to align the next character and the light was beamed through to the paper. This was repeated until the entire page or column was exposed. The paper was then processed in the dark room and resulted in the positive. Instead of paper, film can be used too which could then be used to make a plate for printing.

Again the First Generation Phototypesetters were further developed and entered into Second Generation, which was specially conceived and designed to set type by photomechanical means. Both machines were "Type-setter" i.e. both generation machines, set type and were not capable of graphics. Here again the Third generation typesetter is appeared, which does not expose type direct from photographic masters, but reproduces them electronically on the face of a CRT, a Cathod Ray Tube. The images thus created are in turn photographed (either the same size or enlarged or reduced by using lenses) directly from the screen. Each resultant resolution of these first of the Third Generation typesetters ranged from 300 to 900 DPI.

However there are some significant advantages of this digital typesetters:

- (a) the image on the screen can be manipulated electronically in a number of interesting ways.
- (b) the setting speed was much faster
- (c) one was not restricted to setting images of alphabets only, the CRT was capable of setting graphics.

The Laser was invented in the 60's and has also been applied to typesetting technology. The laser is capable of generating a very intense beam of light. It is possible to interrupt this source, so that the light emission can be pulsed; it is also possible

to deflect its beam from a mirror surface. These 4th Generation phototype setters used laser technology to expose film or paper and worked in a raster scan mode. In Raster Image Processing (RIP) instead of individual characters being laid down, a horizontal slice of an entire page is exposed at a time. Using a process similar to photocopier, laser printers, could print directly on to plain paper, but it was very cost effective.

Computers had made an impact on the world soon after the second World War, but it was not until the 70's that computer technology was brought within the grasp of the common man. Several companies have started manufacturing personal computers in the mid 70s. IBM mainframe manufacturer launched its PC in 1981. The most important development in the field of page composition is the Video Terminal. Earlier the process of composition, "Blind", the operator of a hot metal typesetter could not immediately see what he had typeset. The Video terminal gave us our first window in to this process. More importantly, we now have the opportunity to review and change and also to see the effect of that change. Most terminals have been designed for text processing but since 1984 with the launch of Macintosh, the Graphic art industry had a terminal which could be used not only for text processing but all kinds of art as well. WYSWYG (What You See What You Get) was the next step. One could see on the screen the exact layout including graphic, before giving the command to get a hard copy. Video terminals came to be known as front end terminals.

The main categories of composition software have to do with the following:

Justification : Which is a broad term for arranging text horizontally across a page.

Hyphenation : Which is a subset of justification, concerned exclusively with how words should be divided (split) when necessary, in order to achieve better justification.

Pagination : A method of composing text both horizontally and vertically, so that text is properly spaced out to fill a page and appropriately divided into pages.

Editing and Corrections : Directed to the elimination of input errors or to resolve problems created during the pagination or layout process or to introduce changes by author.

Graphics : A very broad term for the input, creation and subsequent editing of non-textual matter, like drawings, photographs, charts, etc.

Net working and Communications : Required especially where more than one terminal is used or where terminals of different typers are used on, when the terminals are installed at different geographical locations.

Operating and File Management Systems : Vital supporting programmes.

The above categories may or may not be incorporated into one software programmes. As Video terminal systems became more common and more useful and because the editing and correction work may take place at various stages of the composition process, it make sense to segregate the application into separate modules rather than to have one large unmanageable programme.

With terminal becoming more and more common, there had to be the way of communicating between a number of terminals connected to the same typesetter. Different users, the author, editor, artist or illustrator and the composer needed to exchange files without having to take a hard copy or exchange floppy disks. The solution was to network the terminals, so that the files could be transferred over wires electronically in a Local Area Network (LAN) and also Wide Area Network, where the author need not to be in the same location nor in the same city even. Files of text or graphics could be communicated over ordinary telephone lines to remote locations for editing, proofing or composing. Different types of terminals also had to be communicated with each other. Files formatted under one system had to be understood by another system.

The publishing is coming of age. With electronic progress in the last decade, publishing has come a long way from where it was a century ago. It has, however, come full circle in the sense that during Gutenberg's time, the functions of the typesetter, printer and publisher were all under one roof. Later these fuctions separated and today they are coming together again.

In the 50's and 60's, the thrust of development in the prepress system was to get the lead out. In the 80's it was to get the Silver out. We are now striving to eliminate the mechanical and paste-up as a part of the printing and publishing process. Publishing systems today, could be summarized as requiring some or all of the following components.

Front End Terminal. A compact personal computer stand and keyboard layout and Built-in Mouse or other entry system.

Output Device. Plain paper output and fast output of both text and graphic.

Storage Media. Large Capacity

Scanner. To input Graphic or text

Suitable Software. A document printed on a Laser printer is acceptable as camera ready copy, a term meaning that printing plates can be made from photographic negative or positive of laser printed pages. Using a laser printer to produce cameraready copy eliminates the long laborious steps of typing, formatting your document on a phototype setting machine, proofing it and making corrections, composing into pages and proofing it again before printing plates are made. Using the copy produced on the laser printer the printer need only, to create printing plates of the copy and print as many copies of the publication as needed.

In the traditional, the image is set on sensitised medium such as bromide or RC (Rasin coated) paper or film. After which the exposed film or paper is passed through a series of bath, in which it is developed, stopped, fixed, washed and dried in control condition. But in plain paper laser setter the processor is built-in. Since these setters are a dry proecess of depositing toner on plain paper, the processing consists of application of pressure and heat to fuse the toner onto the paper. The result is fast out of the finished matter, without requiring the exposed film to go through the consuming process as described above. Besides, the speed, no chemicals are required, nor a separate processor nor a darkroom.

Film, TV and Video

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Need for a close hard look and bold decisions

The audiovisual and electronic media scene has reached a point in the country when it needs a close hard look for taking bold decisions. There are many intricate issues involved as technical, financial, operational and programme-related matters have to be sorted out. The perspective should be clear and development in advanced countries and third world situation should be kept in view.

In the context of liberalisation in this country several facts lend themselves to be considered. The centenary year of cinema is just two years away, which is a landmark event necessitating new consideration of the comprehensive scene where the roles of film, TV and video are intertwined in more senses than are immediately perceived.

Development of film and TV technology

Cinema is a technological invention and it passed through many phases of development from silent to sound, from black and white to colour, from standard format to big screen-in the process considerable dislocation was caused particularly during its transition from silent phase to sound era.

Similarly, when TV came, gradual dwindling of audience in the showhouses threatened cinema's existence. Video boom also took its toll of the film industry. The audio-visual medium has reached the electronic era and the different formats of film, video and TV need to be looked upon as complementary-the purpose being to reach to the widest section of the people all over the world. Unfortunately, particularly in our country, the element of supposed enmity between them creates a confusion which needs to be cleared.

Government's policy in media management

Cinema in India is privately owned and is the most important medium of entertainment. TV is state owned, its avowed policy is its use for entertainment, information and education. Its growth over the last decade is phenomenal. Its appetite is voracious, it is versatile as a medium. Even in its short span it has cornered nearly 70 p.cc. of the total advertisement budget of the country. Its coverage of the total population of the country is more.

The policy management relating to its ownership and regulation, however, bristles with unimaginative handling by the authorities in Delhi. a deliberate move to keep it as part of the Union Government to control its news and other programmes despite recommendations of commissions to the contrary, the nexus with commercial film industry to make TV a purveyor of substandard masala films, lead one to believe that the concept of public service broadcasting goes very much by default in our country.

The latest hurried move of the Ministry of Information and Broadcasting to create a number of channels to compete with the instruments of invasion from the sky from foreign countries, without creating a proper programme base, reveal an appalling ignorance of the technological perspective. The panic reaction has created more confusion. The handing over of the new channels to N.F.D.C., another official organ not particularly known for its application of mind to the creative utilisation of the medium it has been assigned to handle, is unlikely to improve matter. Again, some of the State Governments asked for their participation in organising the programmes even before the four metro channels took shape but the Union Government is bent upon sharing TV time between its agencies and outside private bodies.

The impact of video

Video is considered inimical by the film industry in India despite the fact that its commercial use by the industry itself has been a source of revenue to them. There is a certain tendency in this part of the country as voiced by industry representatives, to "ban" video parliours, even the use of video for transferring films on cassettes. Development of technology is frowned upon for narrow ends.

But look at the entertainment needs of the state of West Bengal, for example. There are only a little over 700 show houses for a population 60 million. There is hardly any chance of increase in the number of halls, even when going was bit better, the industry did not invest either for houses or for laboratories or improved equipment. The State Government had to step in. Now aid of advanced technology is sought to be forsaken even for imaginative commercial use.

The need of inexpensive entertainment for the rural people may be catered to by having recourse to video circuits. The medium could be a good aid for children's programmes, educational purposes, women and the backward communities. The educational needs may perhaps be looked after by the state and healthy entertainment by the commercial producers. The short film scene could receive a shot in the arm if video, as in many places in other parts of India, is used by young film makers for their handling of purposive, socially relevant issues. Such measures would also serve the input needs of narrow-casting by cable TV, Video magazines in our country have shown us the use made of the medium for journalistic purposes.

THE need for a communications commission

In our country, as probably elsewhere, we can ill afford to ignore the fruits of technology by branding them as useless. Coordination between different media could be the function of high power, properly, representative, communications commission, which would examine the need, guide in overall programme planning in general terms. Its regulatory framework should be flexible so that investors are free to develop a wide range of services and facilities. Key safeguards are needed both to ensure that existing film, broadcasting and telecommunication services are not impoverished.

Cinema in 1995-a scenario

For cinema in India what the scenario could probably be in 1995, its centenary year. Our industry is now eighty years old. Despite the fact that the largest industry in the world is not exactly pink in its health, its overall contribution to the art of cinema has been lauded abroad. But this covers a negligible section of the massive industry. Its penchant for manipulating the mind of the masses for easy money sometimes rebounded on itself. Its nexus with the underworld, its recent easy capitulation in Bombay to the regressive political forces, have tainted it and suddenly revealed the seamy side of its operations. It has never been self regulatory in a healthy way : the primary concern being quick money, the dubious investor has tried to keep the whole industry under his grip.

The new cinema in India over the last three decades, which earned plaudits, is a product of active participation by the central and state governments. The "Industry" has sought to undermine the efforts and has practically driven out the other cinema practitioners. The disturbing fact is that both the N.F.D.C. and Doordarshan are now dominated by the "mainstream" elements whose efforts are directed neither to improve the taste of the public nor to mirror their aspirations, but to opiate them to escape from reality and in the process earn a fast buck.

The questions which pose themselves in this situation, have dismal portents. These centre round the live issues :

Technical Innovation : How to make use of them in the larger interest of the people. Film, TV, Video-are they necessarily inimical to each other's interest, or they are complementary and lend themselves to the imaginative exploitation for the entertainment, education of the people.

Structural Reform : How best to recast the structural pattern of the film industry; the question of autonomy of Doordarshan as defined by the P.C. Joshi committee, the recommendations of the Narmada Seminar, Prasar Bharati Bill the pattern of Public service broadcasting with parallel channels for entertainments, education, sports, news and features, children's channel, ethnic circuit-, how to entrust each channel.

Financial Problem : Dependence only on sponsors for TV production, and dubious sources for the film industry is a problem that should be squarely faced. Finance for production could be assigned to a jointly managed body where private finance and Government fund should coexist. Direct production by NFDC, Doordarshan and State Government should continue. Soft loan for making children's films, documentaries should be provided. Chain of small theatres all over the country is a must. This may be undertaken by N.F.D.C., State Government, municipal bodies and panchayats. Film projection, large screen video should be utilised for public viewing.

Programme Related Matters : This area needs to be approached with caution on the one hand a little daring on the other. Unconscious absorption of content like promotion of consumerism through advertisement, distorted values, wrong emphasis on historical antecedents have to be fought by the practitioners of the media. Lively stimulating programmes aimed at making the audience critical minded should be the response to the current offensive. Mindless distraction to fill people's spare moment is the target of the entertainment industry. This should be fought through all material at the disposal of the media.

"The infantilisation of Culture", as pointed out by some close observers of the Western media scene, "by systematic moronisation of children and adults alike by publicity and propaganda" should be resisted by providing an alternative communication policy to be evolved by educators, activists, media people, artists, performers, policy planners and the well meaning in the industry.

(Background paper for Dialogue on Film, TV and Video organised by Narmada in Calcutta recently)

The Impact of Press & TV in the '90s

by A.R. Chari
Regional Manager - The Hindu - Calcutta

WE in India, are now in the midst of a media explosion. The last decade has witnessed a media revolution of sorts and the pace has also quickened with technological advancement.

On one end of the spectrum we have the press. Currently, there are more than 30,000 publications in India against 19,000 a decade ago, a 58% increase. Circulation has doubled from 3 crores to 6 crores during the same period.

TV, another important mass medium, has undergone a sea change between 1985-90 and has now come to have the largest reach. Talking of Doordarshan alone, there are over 550 transmitting centres, over 20 commercial centres and a TV set population of nearly 24 million. While press reaches out to 21% of the total adult population, Doordarshan covers nearly 50% of the adult population. Again while press covers just over 50% of the urban adult population, the Govt electronic media encompasses over 80% of the urban adults.

In the rural areas also, Doordarshan spans out to 28% while press only touches 10%. In absolute terms, while press influences more than 100 million people, DD's reach is 209 million.

While the foregoing is all about the Govt. controlled TV media, we have been witness in the last few years to the entry of Cable TV and Satellite TV. These two phenomena have virtually taken the urban areas all over India by storm and in course of time are expected to have great influence over large areas of the rural population also.

The Cable TV operators, currently in major towns, were quick to adapt to the changing scenario and began to broadcast Star TV (which also includes Star Plus, Prime Sports, BBC, MTV and Chinese Channel). Currently, Zee TV (consisting of more Hindi and Indian-oriented programmes) and ATN Gold (another Hindi film oriented channel) are also reaching houses hooked to Cable TV.

With the advent of Satellite TV's footprint all over the Indian Sub-continent, the officials at DD were suddenly caught napping. DD viewership in the metro and major towns suddenly started falling.

This was inevitable, given DD's ostrich-like, head-in-the sands stance. No effort was made to gauge the viewing preferences of their TV audience and fine tune their programmes accordingly.

DD, in their knee-jerk reaction, have introduced 5 Satellite TV channels the most important one being the Entertainment Channel whose programmes are mainly Hindi-film based besides four new channels on Music, Sports, Business and Current Affairs and Enrichment. While the Entertainment Channel is available terrestrially, on the ordinary TV antenna, the other four channels are to be available via Satellite. DD expects 6 million homes in the four metros will be tuning in to the Entertainment Channel in contrast to 1.2 million homes hooked to satellite.

However, DD's four satellite TV channels which are beamed through INSAT II-B can be watched only with the help of an additional 12 ft dish antenna and changing the existing "alternate modulators system" by the "adjacent modulators system." The expenditure of Rs. 3 lakhs required to set up the additional equipment for receiving these four channels is proving to be a deterrent to the Cable TV operators. The Government, therefore, in the meantime, is considering making the transmission of the four metro channels terrestrial instead of being beamed via satellite. However, it is learnt that even with a 12 ft antenna, the transmissions on these channels are not coming through as the signals are weak only 33 dbw (decibals below one watt) as compared to 37 dbw from Star TV's Asiasat.

However, according to some Cable TV Operators who have managed to set up the additional equipment and, for whom cost was no factor, point out that they found that there was no demand for these programmes. According to many Cable TV Operators, the initial craze for the Entertainment Channel had also subsided as the quality was poor and the programmes, mere repetitions.

As regards the programmes, it is generally felt that the introduction of the five Metro Channels had been done in a haste without taking care to set up the required infrastructure for preparing the software on a continuous basis. The Entertainment Channel, is mainly Hindi-film based to counter the growing popularity of Zee TV.

According to a recent study made by Indian Market Research Bureau, Doordarshan and its Entertainment Channel (also called the Metro Channel) enjoy a greater viewership than the satellite channels of Star TV. The only significant satellite

channel in India which has made its impact is Zee TV. The reasons for the popularity of the Metro Channel and Zee TV are obvious – most of their programmes are based on films and film personalities like chitrahars, show theme, film shows, interviews etc.

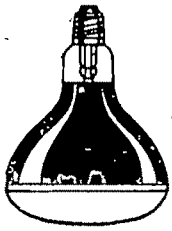
In India, both the Press & TV play complementary roles and it is increasingly felt that one medium feeds on the other, so to say. While the press has been by and large playing a useful role, the same cannot be said about TV. It is indeed disheartening to see that the large mass of our people are under the grip of Zee TV, and Metro Channel whose film based programmes do not offer any intellectual stimulus. It is considered by many that being a Government organisation, DD should have tried to improve the educative and entertainment content of their programmes keeping in mind our cultural milieu instead of trying to ape Zee TV in producing "popular" programmes to cater to the lowest common denominator. By this bold step DD would certainly have been considered more responsible. The intellectual and discerning people would certainly have appreciated this. We are confident that better programmes packed with information and healthy entertainment, will outlast all the shoddy and vulgar fare filled with sex and violence now being 'dished' out. This is the least we can expect from the Government electronic medium with the vast resources at its command and which has now managed to become the key player in the moulding of public opinion and settling trends and moulding life styles.

While putting forward the above suggestions, we have the student community particularly in mind and we do consider that a great sense of responsibility devolves on us to see that our young ones, small saplings and plants, are nurtured properly to grow upright and straight in this world with their roots firmly in the soil to bring forth the fruits of joy.

While concluding, one is reminded of the famous lines from Shakespeare, which, with a little modification, conveys the message loud and clear.

"The fault, dear friends, is not in Star TV but in ourselves that we are depraved."

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Challenges of New Economic Policy

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POLICIES change. They are changed. Problems remain.

This is true particularly of the public relations profession. Whatever the changed circumstances are, the need for public relations does not disappear. On the contrary, sometimes the need is all the more great.

To take the example of India's new economic policy, it is hardly believable that in 1991, the Government of India was almost crowing from the hilltop what a menace monopoly business, foreign investment and the private sector was.

To their own delight, the Government and the Public Sector felt virtuous when from their protected enclave, they noticed that the country was in a virtual death trap because of the accumulated debts. Even after re-scheduling of payments, the position of balance of payments remained precarious. Meanwhile, all the time during the last decade, countries of South Asia and Pakistan had opened their gates for private and foreign entrepreneurs to move in. It made sense to them that when you want foreign money, it was more sensible to invite foreign capital than to take foreign loan which, in any case, had to be repaid with interest.

The Government of India's public relations machinery, represented by all the 16 units of the information & Broadcasting machinery, particularly All India Radio and Doordarshan, have been crying hoarse that India's "restrictive" policy was paying good dividends. We were regaled with stories of success of the public sector units while in actual fact, they had become epitomes of inefficiency, loss and bureaucratic bunglings.

So, on the one hand, the Government was extolling the soundness of the system, on the other, the ground was slipping from under its feet.

It is no easy task to reverse a policy and it is more difficult to justify the reversal. To the credit of the Government's public relations machinery, it has done a creditable job. None reminds the Government today about what it had stated few years back; none talks about the harm done to the economy by the mindless obsession with a policy of centralisation.

The main planks of the new economic policy are decentralisation, decontrol, globalisation and freedom to the private sector including the foreign companies.

The first task of the public relations machinery of the Government is to inform and explain the new economic policy to the various "Publics" and their number is legion. The people of India have to be told about the various facets of this policy as also people of foreign countries. The salient features of this new economic policy have to be explained and interpreted. People here and everywhere have to be made aware of the concessions given and the benefits of the new industrial climate. That no licences are required (within certain limits) for setting up industries, for importing of goods, for exporting, for raising capital, for participating in equity capital with foreign companies, for converting the rupee and even for remittance abroad have to be asserted. All of a sudden, conservative economy has become liberal. People or in PR language, "Publics" have to be told what they can now expect from India. The campaign has to be global if foreigners are also to be invited with open arms and an embrace. The West and the East, the South and the North, Asia and Africa, Europe and America will have to be told of the new hunting ground and new pastures. They have to be enticed and lured with promises of better deals than other developing countries offer. They have to be assured of the structure and infra-structure; of the climate and the clients. Similarly, Indian entrepreneurs who venture in foreign countries should be made knowledgeable about conditions in those lands. In both cases, lot of attention has to be paid to "local" public opinion, public tastes, public inhibitions and public attitudes. This is a public relations task. Using all the process beginning from survey to evaluations. Apart from this globalisation concept, internally also there are vast changes in the offing in the wake of the new economic policy.

For one thing, the new economic policy is not an end by itself. It is a means to an end. The end is better economic growth. With better standard of living will come, hopefully, better and greater demand for goods and services. Desire to possess and enjoy will grow. This demand has not only to be met but sustained. Newer and

newer models will appear and there will be stiffer and stiffer competition. If today, there are 10 kinds of ice creams in the market, tomorrow there will be 70, each one trying to catch the consumers' attentions and purse. In a free market economy, needless to say, there will be more and more public relations activity as the manufacturers of icecreams and sewing machines, of shoes and shirts, of gadgets and foods, will compete with each other. In fact, cut throat competition will be the order of the day employing all the tricks and gimmicks of advertising, exhibitions and field exposures.

We are already witnessing the phenomenal growth of newspapers and specialised journals. There will be more and more of such publications. But these are nothing compared to the growth of television and broadcasting. If today we are fiddling with a dozen Indian and foreign television systems, the day is not far off when we will have a choice of nearly fifty. As the scope increases (at present it is largely denied to the private companies), public relations practitioners will be called upon to produce more and more campaigns using all the gimmicks of sponsorship, support and sophisticated programmes.

Also, we have to reckon with a new class of educated and motivated publics. No longer can we take their support for granted, we have to earn it through stiff competition and conscious public relations. Environmental enthusiasts, lobbies, special interest groups and others will appear on the scene questioning the wisdom and strategy of the operators in the market. Just as consumerism will grow, there will be consumer protection societies, vocal and powerful, to question all actions. If public relations is going to be a force to reckon with in the future, public relations will also have to reckon with very powerful forces in society. The public relations wing of the Public Sectors complacently insulated so far will suddenly find to their horror that small share-holders are asking inconvenient questions at the Annual General Meeting. Public Relations Managers of Private Companies will discover to their dismay that the workers' unions are equally equipped and capable of creating public opinion in their favour using all the tools and gimmicks which were the monopoly of the management so far.

Politics is also likely to be public relations oriented in future India. No longer can the parties depend on blind support of the illiterate masses. For one thing, masses will be literate and educated. More so, they will be asking more questions. To convince them the political parties will have to take recourse to scientific public relations, the evidence of which is already discernible in the greater use of the Video. Tomorrow, telecast time will be purchased by them to project their image.

All in all, it is an interesting situation which is developing in India. There will be changes; Public relations must cope with these changes. The challenges are many. Opportunities are also many. One only hopes that we do not, in the process of meeting the challenges, forget our obligations to society. Public Relations should be for a good cause.

Professionalism in public relations

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I strongly believe that Public Relations is not yet fully professionalised. So the job schedule of Public Relations Department varies from one organisation to another organisation. It is highly paradoxical to see that many Public Relations Departments do not have clear job description. Therefore, before going deep into the problem we must know what is professionalisation in the true sense of the term? According to Mr Teren Johnson, 'The concepts of professionalisation and professionalism have provided sociologists with the means of encompassing variations and seeming inconsistencies in the development and present state of the occupations conventionally regarded as profession'. The term 'professionalisation' is used in a way which implies little more than an increase in the number of occupational associations attempting to regularise recruitment to and practice in a specific occupation. Professionalisation is a much more complex process in which an occupation comes to exhibit a number of attributes which are essentially professional and are said to be the core elements of professionalism. The existence of qualifying association is only one such attribute. Professionalism necessarily refers to a process and there is sometimes the explicit argument put forward that this process occurs as a determinate sequence of events; that in the process of professionalisation an occupation passes through predictable stages of organisational change, the end-state of which is professionalism. Mr. G Millerson in his book, 'Dilemmas of Professionalism', suggests the essential elements of true profession in the table which includes among the most frequently mentioned traits :

(1) skill based on theoretical knowledge; (2) the provision of training and education; (3) testing the competence of members; (4) organisation; (5) adherence to a professional code of conduct; (6) altruistic service.

The natural history of professionalism in the United states has consisted of five stages :

- (1) The emergence of a full-time occupations;
- (2) The establishment of training school;
- (3) The founding of a professional association;
- (4) Political agitation directed towards the protection of the association by law; and
- (5) The adoption of a formal code.

the emergence of a qualifying association or some form of controlling body, with the power to exert sanctions over its membership, or the development of educational institutions capable of providing lengthy periods of training, are among the conditions necessary for the emergence of a profession. Again, professionalism covers a wide range of occupational groups who compete for status and income. The sociological definition of the professions defines professional behaviours in terms of four essential attributes :

- (1) A high degree of generalised and systematic knowledge;
- (2) Primary orientation to the community interest rather than to individual self-interest;
- (3) A high degree of self-control of behaviours through codes of ethics internalised in the process of work socialisation and through voluntary associations organised and operated by the work specialists themselves; and
- (4) A system of rewards (monetary and honorary) that is primarily a set symbols of work achievement and thus ends in themselves, not means to some end of individual self-interest. Another school of thought on professionalism suggests possible variations in the institutionalised forms of the control of occupational activities.

Mr. Harold L Wilensky in his paper on 'The Professionalisation of Everyone' suggests that a popular generalisation is that occupations are becoming professionalised. The label is loosely applied to increasing specialisations and transferability of skill, the proliferation of objective standards of work, the spread of tenure arrangements, licensing, or certification, and the growth of service occupations. These criteria may be less essential. The traditional model of professionalism is more essential which emphasizes autonomous expertise and the service ideal : The main theme : (1) Very few occupations will achieve the authority of the established professions; (2) if we call everything professionalisation, we obscure the newer structural forms now emerging.

Any occupation wishing to exercise professional authority must find technical basis for it, assert an exclusive jurisdiction to standards of training and to convince the public that its services are uniquely trustworthy. While this traditional model of professionalism, based mainly on 'free' professions of medicine and law, misses some aspects of the mixed forms of control now emerging among salaried professionals, it still captures a distinction important for the organisation of work and for public policy. In the minds of both the lay public and professional groups themselves the criteria of distinction seem to be two :

- (1) The job of the professional is technical - based on systematic knowledge or doctrine acquired only through long prescribed training.

(2) The professional man adheres to a set of professional norms. The profession needs to have professional authority. The degree of professionalisation is measured not just by the degree of success in the claim to exclusive technical competence, but also by the degree of adherence to the service ideal and its supporting norms of professional conduct.

If the marks of a profession are a successful claim to exclusive technical competence and adherence to the service ideal, the idea that all occupations move toward professional authority - this notion of the professionalisation of everyone - is a bit of sociological romance as revealed by Mr Wilensky. Many occupations which aspire to become professional are in organisational contexts that threaten autonomy and the service ideal : some are overcrowded occupations of low rank where the work is supervised by men without professional training or sympathy; some are practised in service establishments which, in their concern with the comfort and morale of their most valued personnel, lose sight of client needs; others are so commercialised that talk of the service ideal is nonsense. Many occupations rest on a base of knowledge or doctrine which is (1) too general and vague or (2) too narrow and specific for achievement of the exclusive jurisdiction and autonomy of a profession. The first is epitomized by the personnel men, salesman, junior social workers, and other human relations specialists who are products of advanced countries like American general education at the college level; the second by the scores of engineering specialities in the Soviet Union where the regime finds it easy to train and control its technicians by continual narrowing and redivision of traditional engineering curriculum.

In simple words, professionalisation signifies that the professional should have (a) good academic qualification.

(b) professional qualification on the particular subject

(c) good training from a standard practical training institute on the concerned subject (d) practical experience from on-the-job training (e) membership of the PR professional institute of reputation (f) adherence to code of professional conduct (g) institutionalised form of control of occupational activity (h) involvement and commitment to the profession (i) strong identification with professional norms continuous consciousness of the job profile and tenacious constant urge to update with the world's latest development of the profession (j) moral integration (k) self-development coupled with team spirit and the spirit social goodness (l) self-esteem and respect for the profession (m) professional urge to reach organisational goal (n) feedback, evaluation and research.

A professional Public Relations man should have (a) sound academic educational background preferably in arts, literature, social studies (b) continuous disinterested intellectual curiosity to know men and things around (c) love for studies and ability to speak and write effectively (d) professional qualification like a degree or diploma in public relations, journalism, mass communication from a recognised University or Institute of repute (e) knowledge of functioning of newspaper, news agency, radio, television advertising, film, photography, printing press (f) member of a renowned public relations Institute of Association like Institute of Public Relations, Great Britain, International Public Relations Association, Regional Public Relations Association (g) adherence to code of professional conduct (h) Public Relations practical training from a modern management institute (i) thorough knowledge about his own organisation and the different forum connected with the organisation (j) command over the total job schedule stemmed from professional norms (k) imagination and strong common sense and judgement, resilience and sense of honour (l) infinite capacity to take pains (m) imperturbability (n) commitment to the organisation (o) strong identification with corporate goal (p) human decency and honesty (q) organising ability (r) objectivity and love for the organisation (s) perseverance (t) conquering smile and helping attitude (u) continuous professional updating (v) feedback method, evaluation, research (w) flexibility and ability to deal with many different problems at the same time.

According to a survey undertaken by Cranfield School of Management with the Institute of Public Relations, United Kingdom among public relations practitioners, the following skills and knowledge are important to professional development : (1) ability to analyze management needs (2) ability to counsel management (3) ability to identify causes of problems (4) ability to plan, organise and coordinate tasks and to bring them to a successful conclusion (5) ability to monitor and follow up on tasks (6) ability to set goals and objectives (7) ability to motivate and influence others (8) ability to work effectively with media personnel (9) presentation skills (10) ability to establish financial controls (11) ability to prepare news releases, special report and to arrange news conferences (12) ability to identify major social issues affecting organisations and to resolve conflict (13) ability to work with others.

For professional development of public Relations major requirements for success are common sense, human decency, curiosity, the sense of corporate organisational identification and responsibility, creativity, flexibility, stamina and organising skill.

SIGNIFICANCE OF PUBLIC RELATIONS

Effective public relations is much more than communications : it should be more fundamental to the organisation. Public relations should begin before the decision making stage when attitudes towards the issues are being developed by management and policies are being formulated. For this reason, public relations is an essential top-management responsibility. Good public relations needs thorough planning and organisation. Public relations must be a two way activity and is all about creating both goodwill and understanding. It is the responsibility of the public relations professional to ensure that the company behaves properly.

The public relations practitioner must know his organisation and ensure that it speaks with one voice - possibly different components of the message can be presented to different audiences but, overall, it must always be the same, consistent

message. Harold Burson, speaking at a conference of the Public Relations Society of America, explained that he felt the organisation needed to have a single voice, globally in every country :

"The corporation must have a single voice internally to all business units, at all echelons, at all locations and a single voice in every form of communication - not limited to what's said to the media. It's what's said in consumer advertising, to employees, to shareholders and the investment community, to Legislators and regulators. Every large company has many missions; but the company must learn to speak with one voice.

Technology has forced the issue. Today's news media are globally pervasive. News is discriminated with the speed of light transcending national boundaries. What's on the satellite is available to anyone willing to spend a few hundred dollars for a dish. Corporations no longer have the luxury of treating their far flung overseas investments as compartmentalised fiefdoms protected by national borders. News in one country, in one obscure location, is news wherever the company has operations.

Financial markets, now global for larger listed companies, are demanding a single timely database on which to make evaluations. Employees, the world over, want to identify with common values, to be treated equally without country-to-country discrimination. Customers are rapidly developing a common level of sophistication".

In the onset of concept of public relations we can aptly shared the thoughts of Mr. Henry L. James, ex - press and public relations adviser to four prime ministers of England and ex - president, Institute of Public Relations. The public relations person is not just an image creator, despite popular belief. Images evolve and public relations people find it easier to take advantage of them than create them. The public relations person is not a social secretary to the chairman; he/she is the "alter ego" of the company. The image depends on the performance of the company as a whole. In turn, performance is affected by honour - proper and honour - proper is sustained through knowledge. Mr. James further observes that it is valid to argue that each individual member of the company contributes by his/her own attitude not only to the performance of the company, but also to its image.

Which is why internal communications are so important. British management in the last decade failed in its frequent abdication from that responsibility. It would be interesting to enquire in my company - and it has been done - from what source the individual employee gets information about changes of policy or about the happenings within the company. Is it through line management, through gossip, through unions, through foremen, through house magazines, through broad sheets, through direct mail? and which would he/she prefer? Situations show that management, in seeking the goodwill and cooperation of the unions, tended to use them as channels of information what are more properly management themes. This process undermined the position of the line manager. Most people want to hear through management about policies which will affect themselves - not necessarily from the managing director or the chairman, but from their immediate superior. Unfortunately, there is some evidence that this line of communication is no better than, and frequently not so good as, the line of communication through the union hierarchy. Small wonder, in these circumstances, that there was a shift in the balance of power.

Now, in the late 1980's and in the beginning of the 1990's the balance is being restored and management is demonstrably more aware of its responsibility to inform: the individual is conscious of his rights and responsibilities. Curiously, this change has taken place during a period when industrial paternalism has become unfashionable. Public relations is an intellectual exercise, but one surprising simplicity and common sense. It is to tell a story in such a way that the listener, viewer or reader understands it in his own terms of reference.

Although not in the more distant past formally described as such, the technique known as public relations has been practised for centuries. The political pamphleteers in the American and French revolutions, for example, successfully mobilised public opinion in support of their aims. Many of the techniques and principles of modern public relations derive from the work in the early part of the twentieth century of the American, Ivy L. Lee. His success in changing the suspicious and sometimes hostile attitudes of the US public towards the activities of many big companies, and even the image of individuals such as John D. Rockefeller, made US industry realise the importance of good relations with the public and the importance of public relations as a profession. Ivy Lee established basic principles for press relations work which were contained in his famous statement to the press of 1906 which promised unequivocally that he would "supply prompt and accurate information concerning subjects which it is of interest and value to the public to know about".

Therefore, in simple words, public relations is to know the organisation and the forum associated with the organisation, to collect and assimilate the relevant information and disseminate the same to the appropriate publics of the organisation - both internal and external public through different channels of communication. Mainly, there are twelve basic channels of communication in public relations, they are:

1) The Press:

- (a) Trade journals and magazines
- (b) Consumer, national, regional and local newspapers and magazines.
- (c) House journals.
- (d) Club, society and institution magazines.

2) Radio and Television

3) Demonstration:

(a) In stores.

(b) In homes.

(c) In exhibitions.

(d) At clubs, societies or public meetings.

4) Sponsorships in sport, the Arts of publishing (books, audio - visual and other media).

5) Activities directed at educational establishments.

6) Exhibitions.

7) Lecture panels.

8) Informationservices.

9) Print and corporate design.

10) Promotions.

11) National and regional competitions.

12) Direct mail.

Practical experience:

In my recent visit to British Institute of Public Relations in London and to many organisations in United Kingdom, Belgium and Netherlands I have realised that professionalism in Public Relations in the true and the total sense of the term and actual job description of Public Relations are hardly practised both in the East and West. Through my interaction with Public Relations practitioners in those countries and through my close talk with the present President of Institute of Public Relations, Great Britain, I have felt that everywhere Public Relations awareness has come to a great extent. Management is now feeling the importance and significance of Public Relations. It is a matter of great satisfaction to record that from this perspective India's position in Public Relations awareness is commendable. The difference is of degree, not of kind.

What is needed at this hour is that Public Relations Practitioners Chief Executives of the organisations, Department of Journalism and Public Relations Society of India, Mass Communication Centre, Bharatiya Vidya Bhavan, different Institutes and Universities in the related fields, Bureau of Public Enterprises, Department of Personnel and Administrative Reforms, Govt. of India, Ministry of Human Resources Development, Consultative Committees of Parliament and students' community of allied disciplines at large should take up the issue of professionalisation and recognition of Public Relations as a separate management function directly accountable to the Chief Executive of the organisation with the appropriate authorities for continuous pursuit till the end for the shape of things to come.

At the turn of the Century everyone will agree that in the technological revolution of the twentieth century a great part of that revolution - the communications revolution - is having an even more dramatic effect.

The speed of modern communication should lead to a utopia of universal understanding. But, in practice, we know that speed does not necessarily equate with comprehension. Thus Public Relations fulfils a vital role in our democracy in bridging a potentially dangerous credibility gap.

INTERVIEW

The height of professionalism in Public Relations can be revealed through my recent interviews with Public Relations experts in the West:

Interview with John Lavelle, Executive Director, The Institute of Public Relations, London'.

Question: How Public Relations profession is rated in different organisations in U.K. as a separate Management Function?

Answer : It is a highly-recognised profession and regarded as an inevitable management function.

Q. Whether sound qualification and professional degree in Public Relations are essential for entry into the profession.

A. Of course, it must be.

Q. Whether Public Relations is a separate Department in your Industrial Managements and whether Public Relations Chief is directly accountable to the Chief Executive of the organisation in U.K.

A. Yes.

Q. Whether Public Relations is considered the respectable profession in your society.

A. Yes.

Q. England being the pioneer in developing Public Relations profession has not yet reached the height of total success in professionalisation of Public Relations.

A. Now, progress is satisfactory.

Interview with Ms Margie D Collins, Press & Public Relations Manager, Associated British Ports. Q. Is your Public Relations Department a separate department directly reported to Chairman/President of the organisation?

A. Oh, yes. Without the separate departmental entity how Public Relations can successfully go about?

Q. In selecting Public Relations professional do you consider that professional degree is a must.

A. Of course.

Q. Excuse me. What is your professional qualification?

A. I am having my Post-Graduate Degree in Public relations/Journalism from the reputed American University.

Q. Do you have Empanelled Advertising Agencies in carrying out your day-to-day Public Relations activities?

A. No. Empanelment of Advertising Agency does not ensure any quality or cost control. I have to continuously select or reject Advertising Agency for better production job or for higher commitment to the organisation.

Q. In selecting Advertising Agency do you consult any other departmental head or Chairman of your organisation?

A. No. I am the subject expert. How they can dictate since it is a specialised job.

Q. For appointing any firm for your Public Relations job do you form a committee consisting of the members of Administration/Finance/Personnel etc.?

Never. How can a Finance man or for that matter other representatives of different disciplines can be deciding factor for specialised Public Relations Work. We, Public Relations people decide, recommend and send the same to the Chief Executive for approval only.

Interview with Public Relations Manager, Port of Rotterdam

Q. You are heading the Public Relations affairs of the largest Port in the World. Is your Public Relations Department a separate department?

Oh, yes. Our Public Relations Department deals with total Public Relations and publicity affairs of the Port of Rotterdam independently.

Q. Do you deal with the recruitment of your Public Relations people in your Department?

A. Certainly.

Q. Whether professional qualification is a must for selection of Public Relations Officers in your Department?

A. For recruitment of Public Relations professionals we consider good academic qualifications as well as sound professional qualification.

Q. In your organisation who formulates Public Relations policy and who controls the Advertising Agencies for your publicity purpose?

A. It is entirely done by Public Relations Department.

Q. Whether all Departments in your organisation share valuable information with Public Relations professional ?

A. Surely.

Q. For production and selection of publicity materials or for that matter or engaging any advertising agency or printer who is the deciding factor? Are the Committee members other than the Public Relations representatives responsible for this?

A. It is entirely administered by Public relations Department. Public Relations Department is the final authority for formulation and execution of their Public Relations Activities.

I am sure, with adherence to the above professional approach Public Relations Profession will play a significant role in these days of Communicatio Revolution.

Industrial journalism and the role of the industrial editor

By Phani Bhattacharyaya

Guest Lecturer, Department of Journalism (Calcutta University) and ex-student of the department

INDUSTRIAL Journalism as we know it today, had its humble beginning in 1842 when the Lowell Cotton Mills at Massachusetts in the U.S.A., published an in-house Journal titled "THE LOWELL OFFERING" for the first time in the world with a view to having better communication with its employees. Twenty three years later in 1865, the second House Journal was brought out by the Travellers Insurance Company, Hartford, in the U.S.A with the name of PROTECTION.

In course of one and a half century, there has been a phenomenal increase in the Publication of House Journals both in the developed as well as in the developing countries. Today, industrial journalism is being recognised as a separate entity in all the democratic countries including India. Different Industrial Houses, Business Organisations, Public Sector and Government Sector Organisations, Public Utility Concerns, manufacturing and service-oriented organisations like the Railways, Airlines, other Transport and Tourism Departments, Financial Institutions like Banks, Insurance Companies, Unit Trust, Social and Philanthropic Institutions, Hotels, professional bodies like the Institute of Engineers, Medical Associations-all bring out their own Journals at regular intervals edited by professional editors.

How much importance is being given to industrial journalism by different industrial houses all over the world would be evident from the fact that while there were only 575 House Journals in the U.S.A. in 1929, the number zoomed to 5000 in 1949 and over 10,000 in 1991 with a readership running into 400 million-a figure almost double the circulation of top 120 magazines in the U.S.A. and Canada.

In the U.K. more than 2000 House Journals are published now with a circulation of 20 million. France produces about 1000 House Journals while the number of House Journals published from Japan is about 7000 with a circulation of 200 million.

Industrial journalism practically had its beginning in India in 1905 when the country's first House Journal, titled PLANTERS CHORICLE was published by the United Planters Association of Southern India. The second House Journal was brought out in 1910 by the Trained Nurses Association of India with the title THE NURSING JOURNAL OF INDIA. It is perhaps the oldest House Journal still in existence. Three years later in 1913, one of the leading Industrial Houses, namely, Delhi Cloth Mill, brought out its first House Journal with the title-DELHI CLOTH MILL PATRIKA. One of the well managed professional bodies-the Institute of Engineers, started the Journal of the Institute of Engineers in 1920. The Institute now produces about 20 different Journals covering different branches of engineering with a circulation of few lakhs. East Indian Railway started publishing prestigious House Journal in glossy paper both for their employees as also for their clients in the beginning of the thirties. Tata Company started their PR Unit in 1945 in Bombay and soon after it started its House Journal.

Some of the most reputed House Journals published in the country today are TISCO NEWS (Tata Iron and Steel Co.), ITC NEWS, WE (Voltas), COLLEAGUE (State Bank of India), MEDICAL TIMES (Sandoz India Ltd.), YOGAKSHEMA (L.I.C.), L & T NEWS (Larsen and Toubro), BATA NEWS, H.M.T. NEWS DIGEST, HICAB NEWS (Hindustan Cables Ltd.), SAIL NEWS, INDIAN RAILWAYS etc. More than 1600 House Journals are now being published by different organisations in the Private and Public Sectors in India in English, Hindi and other regional languages with a circulation of about 4 million.

A question may naturally crop up in the minds of the readers what are the factors which have contributed to the birth and phenomenal rise in the number of publication of House Journals and consequently the growth of industrial journalism as a separate entity. Why is it necessary to have communication with the employees? Why should an industry spend lakhs of rupees so that employees can get a "message"

To find out the causes we have to look back to the industrial scenario in the early years and its rapid changes particularly after the Second World War.

As long as production was carried on in small units, the problem of communication was relatively simple, because the manager or the master craftsman could communicate directly with the employees without any difficulty. The employer knew his employees, the workers knew what their fellow employees were doing and most of the problems of the business.

With rapid industrialisation and introduction of large-scale production processes and the spreading of industrial units over

wide geographical areas, the situation has changed completely causing wider communication gap between the management and the employees. Top officials of the Corporations have no direct contacts with the man in the shop floor and the worker has little knowledge of what his fellow workers are doing, what sort of products are being manufactured, what are the plans and policies of the management.

Besides, with the growth of democratic consciousness among the workers, the centre of economic power has been shifted from the individual entrepreneur to the joint enterprise of the employer and employees. It is no longer possible to think of the employees in isolation from their organisations. They are now regarded as an essential and integrated components in modern industrial machinery, without whose willing co-operation, no organisation can grow and function smoothly.

Gone are the days of Caesar when the Will of the Authority was sacrosanct. Today, the management has to get the things done through consensus. It has to depend on the willing co-operation of the workers to produce more and to produce quality products and to provide quality service in case of service-oriented Organisations. Workers' willing co-operation can no longer be taken for granted. "Thanks to the trade union movement, workers are not only conscious of their rights, but are united and have sanctions from the law for collective bargaining. Besides, the older notion to force the workers to work under duress, is no longer valid today. Modern scientific management concepts believe in persuasion and motivation to have maximum production from the workers. A worker has to be motivated and only a motivated worker can be persuaded to produce more and to produce better quality of products."

Communication is the most important factor both for motivation and persuasion. It is the communication which improves industrial relations, removes misunderstandings between the management and the employees, dispels rumours, misgivings, mistrust from the minds of the employees about the management. Effective communication helps in creating sense of belonging and institutional pride among the employees. It is the communication which can build up a bridge of mutual understanding, mutual trust and cordial relationship between the management and the employees. Effective communication is therefore regarded as an important factor in the development of sound human relations. Different facts of administration, planning, co-ordination, policies and programmes-all lean heavily for their success upon meaningful communication with the employees and their active co-operation. Free flow of communication downwards, upwards and sideways, therefore, becomes an important factor for promoting a climate favourable to the growth of mutual understanding between the management and the employees. All these have necessitated the use of an effective medium to have an effective two-way communication between the management and the employees.

This is only one side of the communication problem faced by the Industrial Houses. Enlightened management today believe that effective communication with the internal publics i.e. the employees, alone cannot make the corporate communication process complete and cannot attain the corporate objectives successfully. To make the total communication process of an organisation fruitful, equal importance should be given to have effective communication with its external publics also which comprise customers, dealers, retailers, suppliers, share holders, trade associations, Chambers of Commerce, financial institutions state and the Central Government, Press, opinion leaders and the community in which it operates.

The old concept that "the profits are the only criterion for judging the success or otherwise of an enterprise and public sympathy or support is not needed for it", is no longer valid in democratic society. The management of all the organisations have now realised that their existence and growth depend to a great extent on the favourable support they receive from different segments of the external publics. The image and usefulness of an organisation, sales of its products or services depends to a considerable extent on how effectively it handles its relations with its publics. Modern management therefore, has realised that earning of profit should not be the only motive of the Industrial and Business enterprises. They have some responsibility for the welfare of the society also.

This social responsibility of business, said PAUL W GARRET, "places the broad interest of the public first in every decision of affecting the operation of a business". So, in fulfilling social responsibilities, business organisations have to serve the interests of different segments of their external publics. So, as responsible corporate citizens the business organisations and industrial enterprises should inform the publics about their philosophy, objectives, ethics, policies, programmes, performances, outstanding achievements, failures in any sphere, contributions towards the welfare of the society, contributions to the industrial development and economic growth of the country. They also need public co-operation to run their organisations smoothly. Besides, organisations need some sort of publicity to project a good image to the public, to earn goodwill and support from the public and to promote the sales of products or services.

With a view to achieving these corporate objectives and to establish and maintain cordial relations with different segments of the external public, the judicious use of an effective communication medium is a sine qua non.

It has, therefore, been felt that besides utilising the medium of Press to its fullest advantage-issuing Press Releases, publishing articles, exclusive stories, special supplements and paid advertisements, the Industrial Houses and other organisations should have some sort of publications of their own to have effective communication with their internal as well as with different segments of their external publics. Thus the House Journal came into being.

HOUSE JOURNAL-AN EFFECTIVE MEDIUM FOR CORPORATE COMMUNICATION

Among the multi-farious print media used for effective communication with the employees as also with the external publics of an organisation, the House Journal is now regarded as a very potent one. Internal House Journals are published for communication with the employees only, whereas the External House Journals are brought out to have communication with different segments of the external publics of an organisation. The third category of House Journals, namely Combined House Journals, are used for communicating with both the internal and the external publics.

MARK P. Mc ELREATH, an American Communication expert in his article-“the True Worth of Employee Publications”, remarked, “The publication itself-not always the content-has the initial impact on the employees. MARSHALL McLUHN, author of ‘UNDERSTANDING MEDIA’ said that the medium is the message. This is aptly applicable for house journals’.

A well-edited and well-produced house journal can play a significant role in creating a sense of belonging, a sense of identification and institutional pride among the employees. It can also imbibe team spirit, a sense of camaraderie among the employees. It can inform, educate, motivate and persuade the workers to work with more dedication and devotion to improve the quantity and quality of products, to improve the quality of service. It can help in creating family feeling between the employees and the employers. The house journal can serve as an effective medium for two-way communication between the management and the employees and also as a medium to have feed-back from the employees about the policies and programmes of the management accepted from time to time.

According to SAM BLAC, the author of the famous book, ‘Practical Public Relations’, “a house journal helps to foster a family feeling by taking the workers and staff into the confidence of the management by explaining policies and seeking their interest and co-operation.” Internal house journals, if properly utilised, can help a lot in creating an atmosphere of industrial peace and thereby augmenting production.

It has been rightly said, “Public Relations, like charity begins at home”. If the ‘House’ is not in order, an organisation cannot expect to have better relations with the publics outside. To keep the ‘House’ in order, that is to build a bridge of mutual understanding and to maintain cordial relationship between the management and the employees, the house journal has no parallel.

Similarly, External House Journals can play a significant role in the promotion of sales & services, in projecting the good image and to maintain an effective channel of sustained communication with different segments of the external publics of an organisation.

The External House Journal can also be of immense help in informing the dealers, distributors, shareholders, customers and others about the policies, performances, products or the service and the philosophy and objectives of an organisation in details.

THE ROLE OF THE INDUSTRIAL EDITOR

The efficacy of the House Journal as an important medium for communication with the employees as also with the external publics of an organisation, depends to a considerable extent on how efficiently the Editor of the House Journal, known as the Industrial Editor, edits, produces and utilises it. The Industrial Editor has to play a significant role in this respect. It is the Editor who is responsible to make the House Journal attractive, interesting and reinforcing its impact on the employees as also on the external publics. It is the Editor who is responsible for highlighting the policies and programmes of the management as also the activities and outstanding achievements of the company through the pages of the House Journal in a balanced and judicious manner to serve the purpose of both the management and the employees.

Although appointed and paid by the management, the Editor should enjoy the confidence of the employees also. Otherwise, the Journal would become a mouthpiece of the management only.

MANNING HAWTHORNE an American communication expert wrote in his book-Communication-with Employees, “The Industrial Editor has been trusted with a difficult job. On the one hand, he must be a trusted part of management. He must know all the chief officials of his company, be able to drop in on them without ‘going through proper channels’, and have the intestinal fortitude to express his own ideas when they may be at variance with those of his boss”.

“On the otherhand, the Editor must know and be trusted by the employees. He should mix as much as possible with them on an even basis..... The more an Editor enlarges his contact, the better he knows his fellow employees individually and personally, the better he will do his job.”

Thus, in an industrial set up, the Editor is neither flesh nor fowl nor good herring. He is not only a member of the management team but is also a fellow worker .

So the position of the Industrial Editor is a very delicate one. As R. KARL HONAMAN in his book-“The Right Point of View’ in Employee Communication,” has rightly pointed out “The position of an Industrial Editor is a very delicate one. He walks on a high tight rope between the management and the employees. If he has the confidence of the employees, he must also have the confidence of the management and his opinions must be heeded and discussed.”

The Industrial Editor should therefore, have one hand on the pulse of the management and the other on that of the employees. It should be his shrewd endeavour to bring the beats of both pulses into some sort of uniformity and concord.

To make the House Journal a truly effective medium of communication, the Editor must be equipped with ideas and knowledge of industrial journalism. He should have a facile pen, nose for the news and the knowledge about printing and production process. He should also know the techniques of editing.

Stimulation of reader's interest is an important responsibility of the Editor. So, he should be very careful while selecting the contents for each issue of his journal, he should always try to feed the readers with variety of reading materials. The problem of monotony is inherent in house journal reporting since life in industrial units follows a repetitive pattern. To overcome this monotony the Editor may introduce corners for children, women, health and can publish cartoons, cross word puzzles, short stories, poems etc.

It is also the responsibility of the Editor to see that the language used in the journal is simple so that even an ordinary worker does not find any difficulty in understanding it.

Another important responsibility of the Editor is to ensure timely publication and timely distribution of the journal. Stale news is no news. Readers lose interest in such publication.

In the ultimate analysis, it is the Industrial Editor who can make the House Journal a truly effective medium for fruitful communication with internal and external publics of an organisation.

Unfortunately, this powerful print medium is not yet properly utilised for effective two-way communication in our country. There are still quite a number of Internal House Journals in our country which are practically used as the mouthpieces of the management only.

These journals pay little heed to highlight the activities of the employees with due importance. In many cases the Industrial Editors have to adopt such policy under compulsions. The activities of even the recognised Trade Unions do not find place in the House Journal in most of the cases. In many cases, the Editors are not allowed to work independently. Frequent interferences from the management in the selection of contents of the House Journal stand in the way of making it a truly effective medium for two-way communication. Publication of the 'Reader's Forum' in the House Journal to provide an opportunity to the employees to express their views on the policies of the management as also the grievances, is discouraged by the majority of the management in our country.

To overcome all these difficulties, the Industrial Editors should try to convince the management about the publication of the 'Reader's Column' or 'Suggestion and Grievance Column' to have the feed-back from the employees.

A CHALLENGING JOB

The phenomenal rise in the number of publication of the House Journals during the last three decades, has opened up a new vista in industrial journalism in our country. The industrial journalism is becoming more challenging day by day. This specialised branch of journalism now needs greater skill, acumen, and professional background to make the House Journal a truly effective medium for effective corporate communication.

The efforts of the Association of Business Communicators of India (formerly known as the Association of Industrial Editors of India), in this respect certainly deserve plaudits. Formed in 1956, the ABCI has been striving hard to win due recognition for the profession of industrial journalism from the management. It organises seminars, workshops and exhibitions at different parts of the country on different aspects of industrial journalism. Annual awards are given to different House Journals in recognition of excellence in the field of industrial journalism. These awards no doubt encourage the Industrial Editors of different Industrial Houses to improve the quality of their House Journals both in production and contents.

Despite all these efforts industrial journalism in India has yet to go a long way to reach the standard of industrial journalism which we can find today in the U.S.A., U.K., Japan and some other developed countries. It has yet to cross more hurdles to win due recognition and importance from the management.

***In every walk
of life***



Bata

এ লো নি চি স্ত আ রা য়ে র পা লা!



আপনার টাকাকে এখন খাটাতে



কোন নতুন ইস্যুতে টাকা লাগানোর পর আপনাকে
আর শুধু ভাগ্যের উপর নির্ভর করতে হবে না।
তার চেয়ে বরং নির্ভর করুন এমন কিছু
উপর যা ফল দেয়।

ইউ বি আই স্টকইন্ডেস্ট আপনার টাকাকে শুধু শুধু
বসিয়ে তো রাখেই না, উষ্টে ববং অ্যান্ডিমেন্ট না
হওয়া পর্যন্ত আপনাকে আকর্ষণীয় সুদ দেয়।

৪৬ দিনের জন্য স্বল্প মেয়াদেব আমানতেও টাকা
রাখা যায়। এবপর আরও ৬ মাস মেয়াদেব জন্য
আপনা-আপনি নবীকবণেব সুবিধাও আছে।

ইউ-বি আই-এর
স্টকইন্ডেস্ট
এ-শুধু
আপনারই
জন্যে



ইউনাইটেড ব্যাঙ্ক অফ ইণ্ডিয়া

Origin of Advertising

Tapati Basu

Head of Department of Journalism
Calcutta University

ADVERTISING is news-style newswhen and where and how to buy news. It tells the story of new appliances, new materials, new conveniences and many more. It is source of information on merchandise, services, and enables us, as a member of the public, to meet our desires and needs with the least possible effort. It is helpful with suggestions.

Advertising is perhaps as old as civilisation. The concept of advertising stems from man's desire to know and be known, desire to communicate and attract; and from an urge to influence others. If this sounds mundane and self-centered philosophy, with the passage of time, advertising has assumed new dimensions liberating itself from prosaic propaganda to an art of public relations. In the process, it has acquired not only new medium, but new techniques as well. It has kept pace with the societies and complexities of life. This description of advertising is perhaps product oriented analysis. However, that advertising is more than a product selling exercise is clear from the following lines : "Advertising is as old as humanity itself. Advertising tries to do what every man wants to do; to influence others to win their suffrage and to convince them."¹ Therefore, advertising was born with civilisation and grew up with it. Though advertising, in its present form, is the product of the twentieth century, but as a business force it is not a new tool. Though we fail to determine the exact age of advertising, it can be said that advertising began, the moment man discovered the art of communication. Historical documents and archeological researches have confirmed the existence of advertising in the ancient times. It is advertising by word of mouth, which is perhaps the earliest form of advertising because oral skills were developed before reading and writing. However, advertising was given commercial status when it entered into the process of exchange.

In Babylon, 2000 years Before Christ, during the ruling period of Hammurbi, the artisans, bakers, shoemakers, greengrocers and other merchants were eager to exchange their goods and advertising came into existence. In ancient time, at first there was advertising by word of mouth, which used to express man's feelings and convey thoughts. Then arrived display and picture of goods, and finally came writing.

The public criers of ancient Rome and Greece first used to circulate advertisement by announcing the sale of various products to passerby. At the very beginning, they shouted to attract the public attention to the sale of items like slaves, cattle and imports. They also announced ship arrivals, about cargoes carried on the ships, the names of merchants hiring these goods for sale and the sales of wares in general. During the twelfth and thirteenth centuries, the European merchants used to draw publicity only by the town criers. "There were four hundred licensed town criers in the city of Paris, in the middle of seventeenth century. In the province of Berry, France, in the year 1141, twelve criers organised a company and obtained a charter from Louis VII, giving them the exclusive privileges of town-crying in the province."²

The advertising was furthered in the form of 'voice'. Public barkers equipped with horns and bells were capable of attracting the attention of consumers. Then advertising was done either by the human voice or by hand executed signs and placards. In the 13th century, the number of criers for the taverns, pubs and bars were so numerous in Paris that they formed a 'Union' and were chartered by King Phillippe Augustus. These men developed a new gimmick of free samples. An order was issued in France by Phillippe Augustus in 1258 regarding the town criers:

"Whosoever is a crier in Paris may go to any tavern he likes and cry its wine, provided they sell wine from the wood and that there is no other crier employed for that tavern; and the tavern keeper cannot prohibit him.

If a crier finds people drinking in a tavern, he may ask what they pay for the wine they drink; and he may go out and cry the wine at the prices they pay, whether the tavern keeper wishes it or not, provided always that there be no other crier employed for that tavern. If a tavern keeper sells wine in Paris and employs no crier, and closes his door against the criers, the crier may proclaim that tavern keeper's wine at the same price at the king's wine (the current price) that is to say, if it be a good wine year, at seven dinarii, and if it be a bad wine year, at twelve dinarii.

Each crier to receive daily from the tavern for which he cries at least four inarii and he is bound on his oath not to claim more"

Today the only survivor of the word-of-mouth advertiser is the barker who shouts his wares at fairs and occasionally in front stores.

First written advertisement

The earliest written advertisement, now in the British Museum, was issued about 1000 B.C. This 3000 years old ad was discovered by an archaeologist dealing with the ruins of Thebes. It was prepared on papyrus, a writing material made from the pitch of the papyrus plant. In it an Egyptian slave owner advertised for the return of a runaway slave named Shem and offered a whole gold coin for that.⁴ This very first commercial advertisement expressed the philosophy of advertising. It offered a means of satisfying the desires of both the advertiser and the reader-the desire of the slave owner to have his slave back and the desire of the reader to earn a reward. In modern civilisation, advertising offers similar incentives-profit for the seller and equally valuable advantages for the buyer.

The oldest form of advertising appeared as crude pictures and symbols on the walls and obelisks of ancient Egypt. The famous Rosetta stone from which scholars deciphered the Egyptian language was in the nature of a legal advertisement of the government, serving notice to all that taxes in arrears and tax penalties were cancelled by royal decree. At this stage signs and symbols were used for advertisement: A bunch of grapes used to signify a wine seller; a striped pole, a barber shop; three balls, a pawnbroker; the pestle and mortar, a drugstore. In the thirteenth century, English innkeepers began to adopt the custom of using imaginative picture-signs by which hostleries such as 'The Cat and the Fiddle', 'The Red Lion Inn' and 'The Hog in Armour' could be identified by the illiterate also.

This shows that in primitive times advertisements were really a form of news. It means one knows something and wanted to pass on this knowledge. Such news might be the discovery of shelter or food on the presence of any enemy and it would be conveyed by speech or gesture or a combination of both. The close connection between news and advertisement is apparent in an ancient cave drawing discovered in the Pyrenees. It shows a goat and a horse on a steep slope. Although the drawing is antiquated, the message is clear. It is a warning that the slope is too dangerous for horses. But this drawing is news and in fact can be considered as an ancient road sign. This was the forerunner of poster advertisement.

Greece and Rome

These two ancient cities were the centre of world's civilisation. And the older form of advertising was the Greek *luchoma* and the Roman *tabellae*, both of which were father of our present day billboard. At the same time some attempts were made to advertise by means of handbills, but the inability to read by most of the people made this form of advertising ineffective. During this time, the only form of communication was 'Wall Signs'. On the walls of the tall buildings, or near important gathering places, Letter-Sign advertisements were seen and this helped to locate the taverns and goods for sale. Inscriptions were sometimes scratched on stones, written with chalk or charcoal or sometimes painted. In the ruins of Herculaneum, a wall was discovered containing painted announcements of a gladiator fight at the circus. As we see in modern advertisement like hoarding, there also the wall was divided into panels, and the tradesmen in Herculaneum also used pictorial signs as



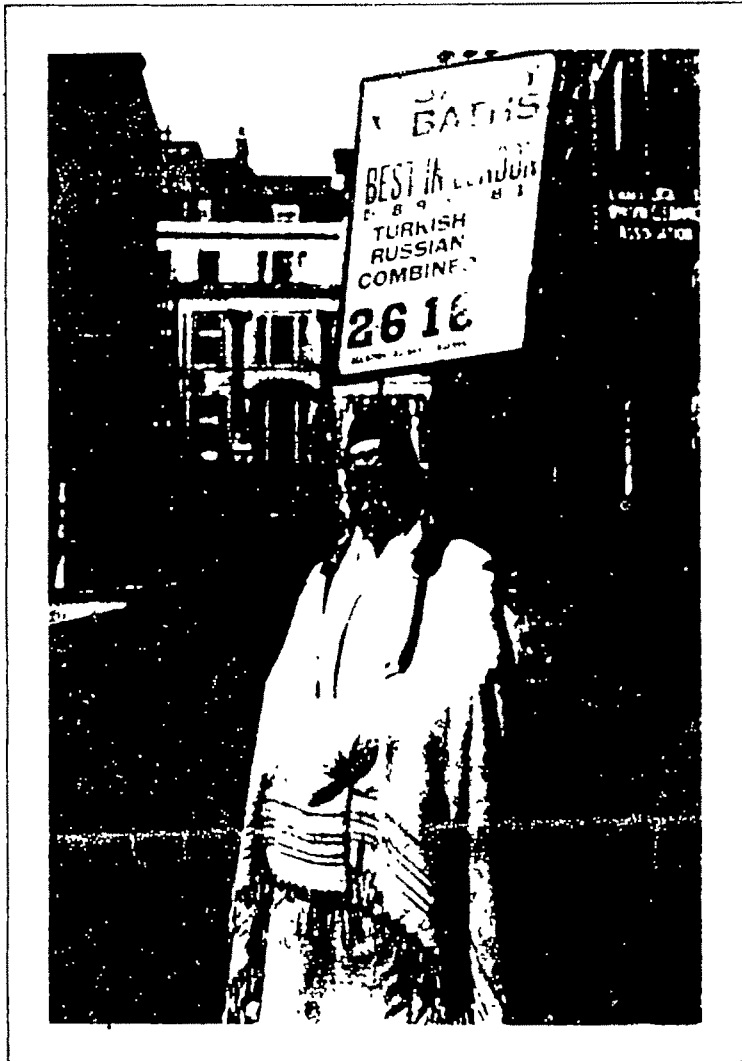
A sixteenth century market scene. Street markets have survived through the centuries, and here the women are seen attracting passers-by to their fresh-fish stall, which consists of a simple wooden tub.

for example a baker used a grainmill, a wine shop had a sign of slaves carrying a wine jar on a pole, and a dairy displayed a goat. One shoemaker's sign was of a cherub flying with a shoe in each hand.⁵ These were the signs of earliest tradesmen.

After the fall of the Roman empire, the development of advertisement suffered a set back for sometime. It was only in the Middle Ages, when trade and commerce revived, and advertising started to expand again. As most of the people could not read, the chief method of advertising was word-of-mouth or pictorial signs. The lettered posters and written advertisements only appeared with the invention of printing.

Sampson, in his *History of Advertising*, published in 1874, pointed out that "Signs over shops and stalls seem naturally to have been the first efforts in the direction of advertisements and they go back to the remotest portions of the world history."⁶ These early signs were, for the most part, made of stone or terracotta and "set into the pilasters at the slides of the open shop fronts."⁷ These types of advertisements were found on the walls of the houses and buildings of the ancient city of

Pompeii. Those are preserved as the advertisements of 79 A.D., nearly two thousand years ago when this Roman resort town was wiped out in volcanic ashes from Mount Vesuvius. These 'Graffiti' were etched into the walls with a stylus or other sharply pointed



This placard-bearer's costume is enough to make him a striking advertisement in any city streets.

Instruments or written boldly with red chalk or black charcoal. From these advertisements in the form of 'graffiti', we come to know the kind of business that went on in Pompeii—the drycleaners, the fruit sellers and from which the earliest trade-mark system started.

Some of the advertisements discovered in the buried city of Pompeii are strikingly like the advertisements found in the classified columns of newspapers today. Here are a few translations from the original Latin:

"To rent. From the first day of next July, shops with flowers over them; finer upper chambers and a house in the Arius Pollio block, owned by Gnaeus Marius."

"Make Publius Furius Aedile; I beg of you; he's a good man."

"The sneak thieves request the election of Vatia as Aedile."

"A copper pot has been taken from this shop. Whoever brings it back will receive 65 sesterces. If any one shall hand over the thief he will receive an additional reward."⁸

These are some of the excellent examples of ancient advertisements of Pompeii. The contents of those ads are also amazing. The House Rent ad described the location of the house, the description of the ground floor and first floor and the expected month also. The content of the 'Lost' ad and offering reward were just like today's ad. Therefore, the imaginations and ideas of those days were not



A striking feature of the street market is the array of bleeding bowls hanging upto advertise the barber's stall. This was reminder of their early work as surgeons. Notice the open fronted style of all the shops.

out of date even now, but similar to these days. Only the presentation of today's ads are more sophisticated in language and nothing else.

Criers of Shops, Fairs and Markets

In the Middle Ages, the face-to-face method was used by the shopkeepers and merchants. Goods were sold either on stalls in the street markets, or in shops which opened directly on to the streets and had no enclosed shop fronts. So that the customer could examine what was being offered and he could see the items in preparation, whether they were boots and shoes or the baker's hot pies. The shopkeeper and the stall-holder picked out the means to attract the buyers. Many traders engaged men to tout for customer by shouting the price and variety of goods available. In this way, the craftsmen also made use of their apprentices. And the streets resounded with the strident calls of each shopkeeper.

The criers were also found in the weekly street markets and in the daily shops. There were some great fairs held all over the country. The eleventh century showed the emergence of these fairs by Royal Charter and many of them became famous, some lasting until the nineteenth century. The most famous were Sturbridge Fair in Cambridge and St. Bartholomew's Fair in London. There were many Local fairs like Winchester and St. Ives, Huntingdonshire and w in well known in the West Country, Pack Monday at Sherborne, Dorset. Like today, the businessmen competed avidly with one another. How they barked at that time? Here is a fine illustration of 'cry' of that period, which was found at the Great Michaelmas Fair at Bedford, warden pears were famous and they were baked and sold with this crying approach :

Smoking hot, piping hot.
Who knows what I've got
In my pot?
Hot baked wardens.
All hot! All hot! All hot!9



(For hundreds of years the streets of the cities rang to the sound of the criers From the Cries of London (1688-1702) here is a man who made what have been a hard living selling small coal in the streets.)

There were no system of fixed price. So the businessmen needed strong carrying voices and clever bargaining ways. There were touts crying wares, minstrels, street musicians and ballad singers. However Queen Elizabeth I passed a law to forbid these criers because of agitation. The people were disturbed by their uproar and outcry. But the criers and bellmen added to the clamour of the street. These publicists were the forerunners of today's journalists. In medieval period they informed the people of sale or of lost articles and giving official and unofficial announcements. Bellmen carried bells and horns to attract the attention of the people. They were considerable, advertising force in England, France and other European countries, and were well organised. They proclaimed for merchants' various wares, articles, lost and found, and some of the proclamations of rules and more or less of the current news.



A woman street-crier is selling copies of the London Gazette. This picture comes from the Cries of London (1688-1702).

Another attractive and exciting divulge was the voice of a pedlar who travelled from place to place to sell goods but with news and gossip. Shakespeare, in his play, *The Winter's Tale*, wrote about Autolycus, the pedler who sings of his products with great enthusiasm as did many a pedlar before:

Lawn, as white as driven snow;
Cyprus, black as e'er was crow;
Cloves, as sweet as damask roses;
Masks for faces, and for noses;
Bugle-bracelet, necklace amber;
Perfume for a lady's chamber;
Golden quifs, and stomachers,
For my lads to give their dears;
Pins and poking-stick of steel,
What maids lack from head to heel.
Come, buy of me, come; come buy; come buy;
Buy, lads, or else your lasses cry;
Come buy of me, come; come buy, come buy.

This 'come buy' was the universal cry of the advertiser of that time and its range was limited as far as by the sound of the voice. There was also conflict among the business community regarding price and quality. But they understood that their first duty was to satisfy the customer, to increase business. Even as early as the sixteenth century Candido a linen draper and

an amusing character in one of Thomas Dekker's plays began a speech : 'We are set to please all customers.....'

These songs and street cries increased considerably during the sixteenth and seventeenth centuries. They were mainly connected with particular type of business. George, a mercer's young apprentice in Thomas Middleton's play, *Anything for a Quiet Life* (1622), allures prospective buyers in this way :

What is't you lack, you lack, you lack?
 Stuffs for the belly or the back?
 Silk, grosgrains, satins, velvet fine,
 The rose-

Names like 'Hot peascods', 'cherries in the ryse', 'straw berry rype' and 'Rybbs of Befé'. A musician and composer of sixteenth century, Orlando Gibbons composed some ad cries with an interesting outlook as 'Hot codlings, hot'; 'Ha'ye any old bellows or trays to mend?' 'Buy any ink, will ye buy any ink, very fine writing ink, will ye buy any ink?', 'A good sausage, a good, and it be roasted.' These ad cries with music used to tempt the buyers to purchase the advertised products.

Trade signs illustrated by pictures :

The coloured signboards were opened out as a means of advertising much before the development of printing. As the people were illiterate, and they understood ads by signs and these signs used to remind the people about the particular businessman and details of the products. The interesting earliest sign of this type was Ivy Bush, which was hung outside inns and wine cellars. Perhaps the famous but hardly truthful proverb, "Good wine needs no bush" emerged from this. A pitcher handle was deployed to inform people, where they could get drinks. It was almost a practice then to use a sign outside the inns. Many signs were based on heraldic symbols. Royal signs such as king's or Queens's Arms or Royal badges like the Two Boars of Richard III can be found in plenty even today. These signs sometimes depicted family crests, often of landholder. The practice was that



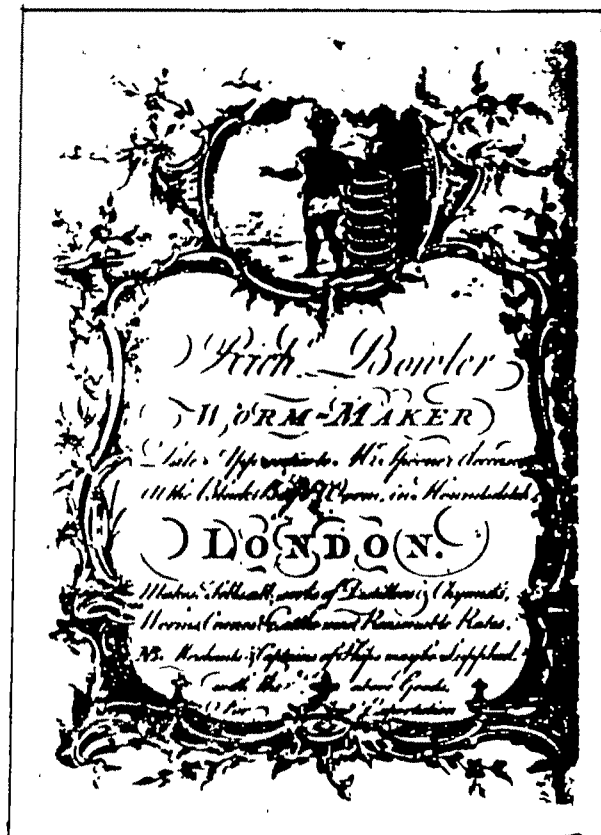
This draper concluded his business in old inn and used its sign 'The Lamb and Black Spread Eagle', as part of the design for a trade card to advertise his goods.

The shopkeeper who started business in the premises of an old inn, and used to keep the 'inn' sign. Some businessmen made stratagem to use heraldic emblem of the land owner. Thomas Creede, a bookseller used the sign of the Eagle and Chi-

ld in the Old Exchange, in 1584. This sign was an armorial ensign of the Stanley family and was used for inns. This sign was found in Manchester and in the eighteenth century, the same sign was used by five different businessmen like cabinet maker, mercers and an upholsterer etc.

Some of the historical events can be found from shop signs.
For example,

Three golden balls were the symbol of pawnbroker. This originated from the symbol of three golden coins used by the Lombard merchants of England in the thirteenth century. These usurers used to advance capital against valuable goods and seemed to be the pioneer of the modern pawnbrokers. The druggist used the sign of the pestle and mortar. The well known barber's pole with red and white stripes was used as sign outside the barber's shop and it too has an interesting history. In earlier times, the barber had to perform surgery over and above a hair-cut, and they used the pole for the purpose of operation. And since then the traditional sign of red and white blood striped pole was introduced to indicate a barber's shop. Another emblem of the shallow bleeding-bowl or soap basin was painted on the exterior wall of the barber's house. A barber's guild had existed in 1388 and in 1461 they formed a Company. The signs or trademarks emerged with the formation of Companies, viz, Three Compasses of the Carpenters, the Gold Cup of the Goldsmiths and the Bible of the Booksellers.

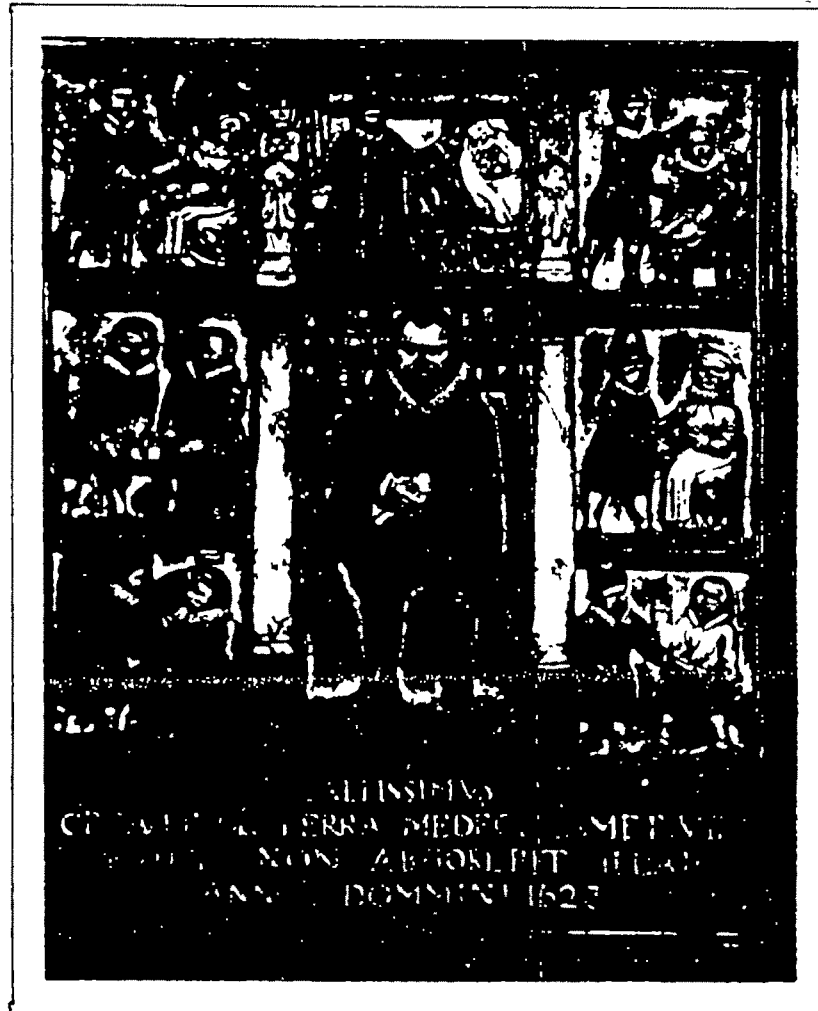


A famous street sign was that of the Black Boy, shown here on the trade card of a worm maker whose promises were those of the black boy and worm. Worms were spiral pipes used in the process of cooling and condensing vapours. There is one in the picture.



Robert Peiroy
PEWTERER,
 in White Cross Street,
 London.
 Makes & Sells all Sorts of Pewter Toys,
 Wholesale and Retail.
 At the Lowest Prices.

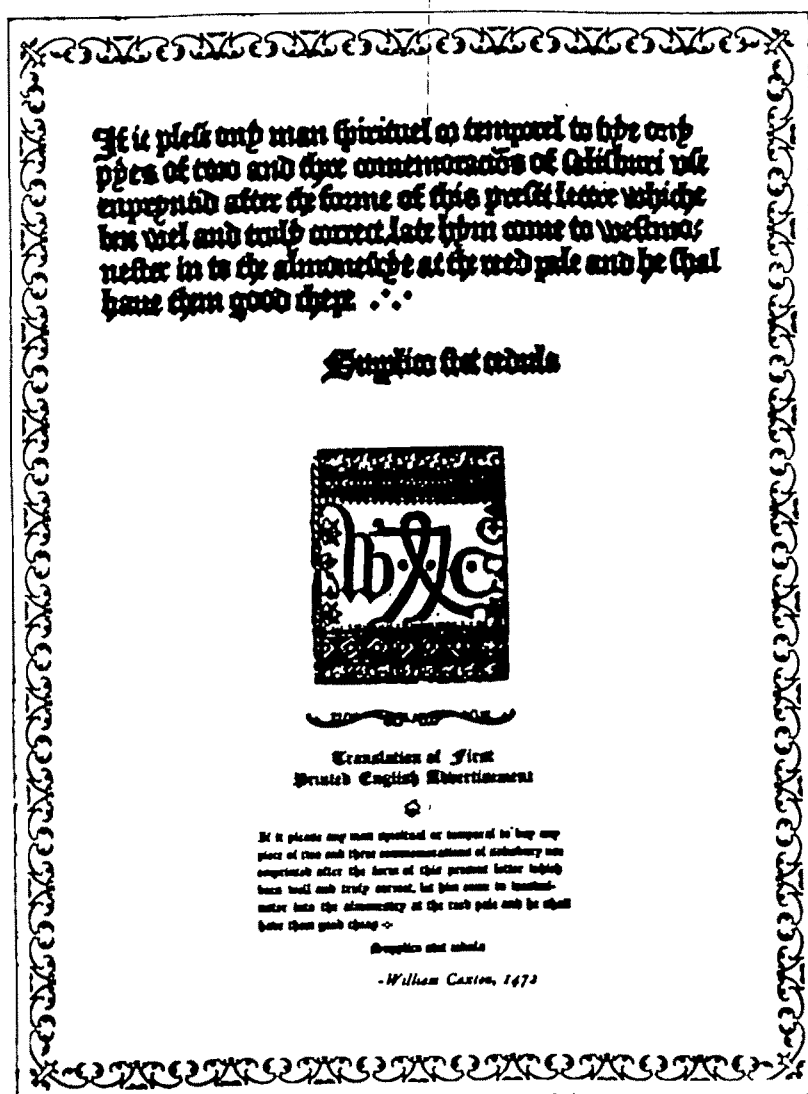
Robert Peiroy was obviously a model of tidiness and organisation as the appearance of his shop suggests. The counter and window provide space for the display of his wares. It makes a particularly effective trade card.



This doctor's sign, dated 1623, is a fine example of an outdoor sign and is full of interesting information about the various types of work he carried out. He is shown in the centre and in each small scenes.

When ad was making its foot-hold in Europe, Asia was not far behind. Printing originated from China, and the oldest book was printed in 868 A.D. Later, after a few centuries Johann Gutenberg laid the foundation of modern education by inventing casting movable type in 1438, in Mainz, Germany and printed the Bible in 1456. This discovery in the West, together with the spread of education was the essential ingredient towards growth of advertising.

In 1472, we came across the first ever printed English advertisement which was a handbill or poster announcement written by William Caxton, and ad started its voyage through printed medium.



First Printed English Advertisement

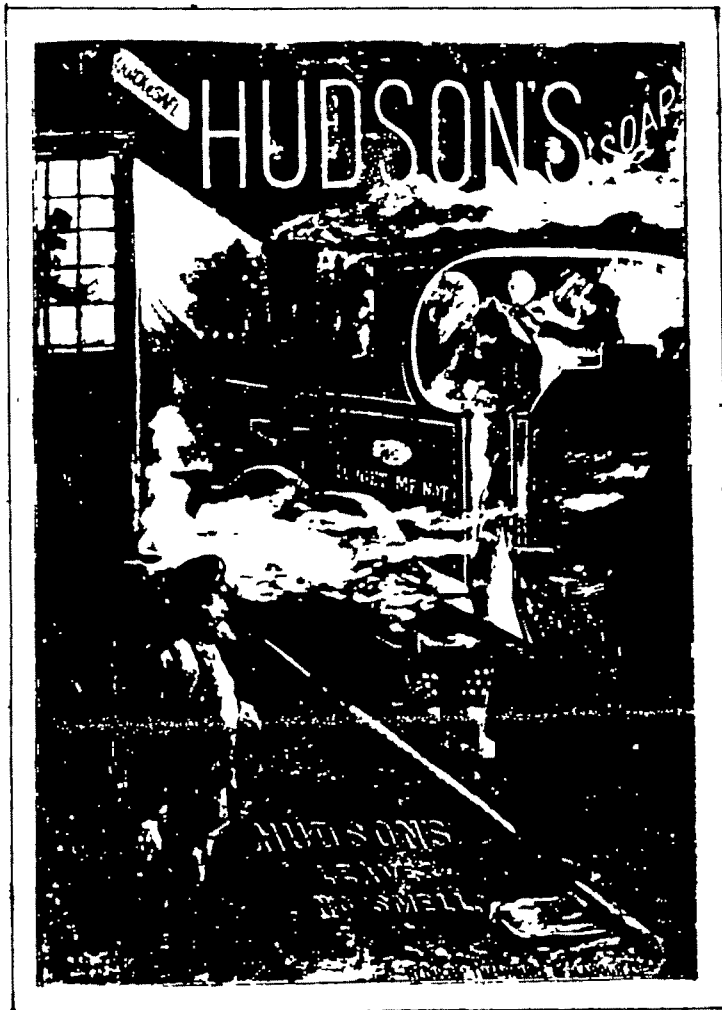
The modern English translation of the advertisement is as follows :

"If anyone, cleric or layman, wants to buy some copies of two or three service books arranged according to the usage of Salisbury Cathedral, and printed in the same desirable type in which this advertisement is set, let him come to the place in the precincts of Westminster Abbey where alms are distributed, which can be recognized by a shield with a red central stripe (from top to bottom), and he shall have these books cheap.

Please don't tear down this notice," 10

The advertisement was perhaps pinned up at the printer's premises and circulated more widely in the form of a broadsheet.

New methods of advertising are now available like printed posters, handbills, signs, pamphlets, books and newspapers. In 1593, handbills were issued by the fishmongers of England for the purpose of extending the custom of observing fish days within the realm. These announcements were like cooperative advertisements published today to stimulate wider use of oranges, apples, milk or eggs. The use of the term 'advertising' was seen in the writings of French essayist, Montaigne in 1580 and later in the writings of Shakespeare in 1599. The Virginia Company advertised for skilled craftsmen for the colonies in 1612. Advertising started its modest beginning with eminent journalists like Defoe, Swift, Addison and Steele and their dexterity gave advertisement a new trend. Addison wrote a treatise in the Tatler on advertising. In this treatise he said; "The great art in writing advertisements is the finding out a proper method to catch the reader's eye."



The larger soap manufacturers, Pears, Lever, Hudson began to use mass-advertising in the late nineteenth century to build up their 'brand' names. This Hudson advertisement makes good use of a dramatic illustration and some slick slogans.



A unique type of handbill was used by a hatter, Mr Marriot, who put them inside the crowns of his hats. They put forward his beliefs about Free Trade and at the same time advertised his goods.

During this period, most of the ads in the newspaper were of books and sale of remedies. London papers advertised the first advertisement of the book *The essays of Johan Milton*.

In 1611 some news agencies were also formed as "Publicke Register for General Commerce", having its Central Office in London. From this publicity office people could exchange information, and advertise their goods and wants. Banking facilities were also available with low interest charges for loans. This agency business was more successful in France like Theophraste Renaudot which had a Central Office of information named the *Bureau d' Adresse*.



Theophrastus Renoudot, the Frenchman, was the founder of a central information office, the *Bureau d' Adresse* which had more success than its English counterpart, the *Publicke Register for General Commerce*.

This agency had contact with various classes and were involved in multiple business transactions. Such wide range of business activity required good amount of publicity, and it is said that this advertising agency first started commercial advertising in Europe. The newsbook of the bureau, named the *Gazette* and its advertisement leaflets, were the precursors of the early newspapers and weekly advertisement list, in France. Such agencies served as media to carry messages of sellers to potential buyers.

Types of advertisements as found in the early newspapers are, people requires servants, servants seeking positions, announcements of runaway slaves, slaves listed for sale, authors of pamphlets, publication of articles of association for public companies and formation of deeds of partnership etc.

An example of advertisement of that period which was set without display type :

"Irenodia Gratulatoria, a heroic poem, being a congratulatory panegyrick for my Lord General's return, summing up his success in an exquisite manner. To be sold by John Holden, in the New Exchange, London, Printed by Thomas, Newcourt, 1652." 12

The first newspaper of England also contained advertisements. In 1622, the first English Press advertisement appeared. This was the advertisement for the News printed by Nicholas Browne and Nathaniel Butter. This advertisement was made by an author of a series of pamphlets. He inserted a note in The Times Handlist to inform the public about the continuity and availability of the pamphlets. The text of that advertisement is given below :

"If any Gentleman or other accustomed to buy the Weekly Relations of Newes, be desirous to continue the same, let them know that the Writer or Transcriber rather of this Newes hath published two former Newes, the one dated the second and the other the thirteenth of August, all of which doe carrie a like title, with the Armes of the King of Bohemia on the other side of the title page, and have dependence one upon another : which manner of writing and printing he doth propose to continue weekly by God's assistance, from the best and most certain intelligence."

Farewell; this twenty-third of August 1622. 13

This "first press advertisement" was purely informative in nature, but soft, decent and dignified. Whereas other advertisements of earlier period were full of exaggeration. They were mostly ads of cosmetics, patent medicines and beverages but were given an important place in the early media.

Some advertisements in the weekly papers of that period including the first offering of coffee (1652), chocolate (1657) and tea (1658) are also quite interesting. An excellent coffee advertisement came up in 1652 in the form of a handbill. This was illustrative of the early beverage advertisement. It is highly interesting to go through :

THE VIRTUE OF THE COFFEE DRINK

First made and publicly sold in England by
PASQUA ROSEE

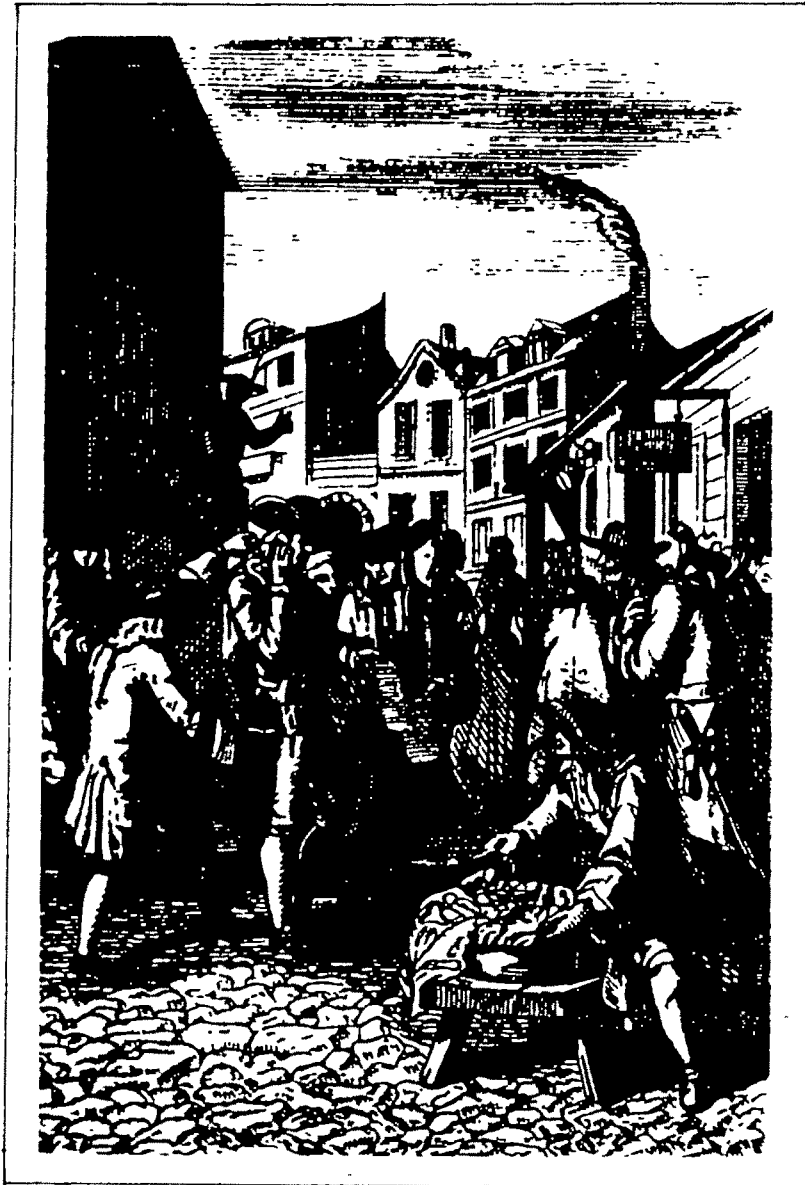
The grain or berry called coffee groweth upon little trees only in the deserts of Arabia. It is brought from thence and drunk generally throughout all the Grand Seignour's dominions. It is a simple, innocent thing, composed into a drink, by being dried in an oven, and ground to powder, and boiled up with spring water, and about half a pint of it to be drunk fasting an hour before, and not eating an hour after, and to be taken as hot as can possibly be endured; the which will never fetch the skin of the mouth, or raise any blisters by reason of that heat.

The Turk's drink at meals and other times is usually water and their diet consists of much fruit; the acidities whereof are very much corrected by this drink.

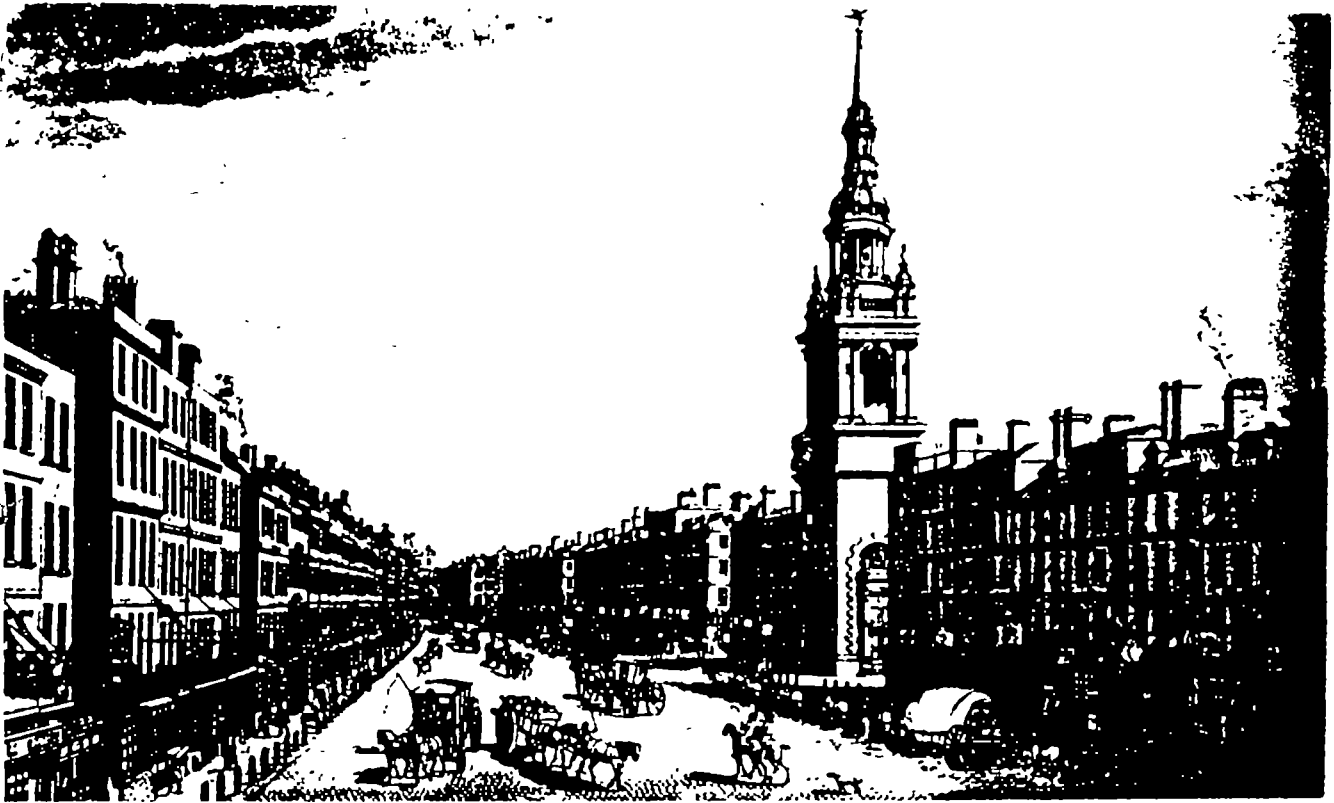
The quality of this drink is cold and dry; and though it be a drier; yet it neither heats nor inflames more than hot *



Bovril posters often depended on slogans for their impact. Here Bovril is advertised by a fine example of Victorian humour.



St. Bartholomew's Fair, London, was one of the earliest and most famous of all great fairs. This brings out its lively atmosphere. Scores of merchants and traders would have cried out their wares to passers-by. The gentleman in the centre seems on the point of losing his money to a pickpocket, who has skilfully distracted his attention.



A print of Cheapside in 1750. How different the streets of London looked before the hanging signs were abolished. Almost every building in the picture carries one of these signs, which were always indicated in design, and we can only imagine what a colourful sight they made.

posset. It so incloseth the orifice of the stomach, and forties the heat within, that it is very good to help digestion, and therefore of great use to be taken about three or four o'clock afternoon, as well as in the morning. It much quickens the spirits, and makes the heart lightsome, it is good against sore eyes, and the better if you hold your head over it and take in the steam that way. It suppresseth fumes exceedingly, and therefore is good against the headache, and will very much stop any defluxion of rheums that distil from the head upon the stomach, and so prevent and help consumptions and cough of the lungs.

It is excellent to prevent and cure the dropsy, gout, and scurvy. It is known by experience to be better than any other drying drink for people in years, or children that have any running humours upon them, as the King's evil, etc. It is a most excellent remedy against the spleen, hypochondriac winds and the like. It will prevent drowsiness, and make one fit for business, if one have occasion to watch, and therefore you are not to drink of it after supper, unless you intend to be watchful, for it will hinder sleep for three or four hours.

It is observed that in Turkey, where this is generally drunk, that they are not troubled with the stone, gout, dropsy or scurvy, and that their skins are exceedingly clear and white. It is neither laxative nor restraining.

Made and Sold in St. Michael's Alley, in Cornhill, by Pasque Rosee, at the sign of his own Head." 14

Today we do not find such type of large advertisement. Though it was an informative advertisement, it gave the different uses of the product in the ad, from a hot drink to a rare medicine. Compared to modern ad, it was a boring item to go through. In the same ad, we find repetition.

The advertisement of tea, was first published in September, 1658. This was printed without display type, and offered a new commodity "Tea" in the market. It was as follows :

"That excellent and by all Physitians approved China Drink, called by the Chineans, Tcha, and by other nations, Tay, alias Tee, is sold at the Sultanness Head, a cophee - house in Sweeting Rents by all the Royal Exchange, London." 15

The word advertisement did not come into use in its modern meaning until 1655. In June, 1666, the London Gazette No. 62 announced the first advertisement supplement as follows :

"An Advertisement - Being daily press to the daily publication of Books, Medicine, and other things not properly the business of a Paper of Intelligence. This is to notify once for all, that we will not charge the Gazette with Advertisements, unless they be matter of state; but that a paper of advertisements will be forthwith printed apart, and,

recommended to the publick by another hand." 16

Today, we often find the newspaper full of ads. But its beginning was as back in May, 1657. The Publick Adviser was the forerunner of all modern weekly advertising papers. Advertising rates were very high commensurate with the value of goods. The most advertised products were coffee, medicine, ships, horses etc. In Phepian's column, we find the first coffee advertisement as a cure for disease. The language of the advertisement was exaggerative. It was :

"In Bartholomew Lane on the back side of Old Exchange, the drink called Coffee, which is a very wholsom and Physical drink, having many excellent virtues, closes the Orifice of the Stomach, fortifies the heat within, helpeth Digestion, quickeneth the Spirits, maketh the heart lightsom, is good against Eyesores, Coughs or Colds, Rhumes, Consumptions, Headache, Dropsie, Gout, Survy, King's Evil, and many others, is to be sold both in the morning, and at three of the clock in the afternoon." 17

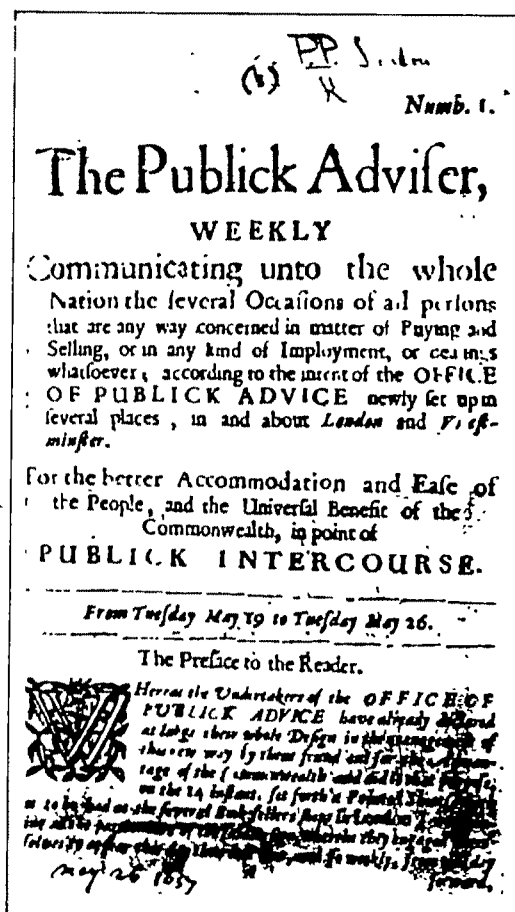
Caption : Publick Adviser, the first weekly newspaper contained only advertisements, produced by Marchamont Nedham. This first issue was published in May, 1657.

In this advertisement, the address was lengthy and complicated. In other ads of those days the same things happened. So it can be said that there was no system of numbering among the houses in those days. There were various types of ads. The notices were important. Some important ads of notice were, stage-coaches, school-teachers, journey, employment and lost or straying of animals, articles and even people.

It is interesting to look into one advertised notice of 1657, when in India, there was no newspaper. The notice was :

A Woman Gone Astray.

There is a little woman which hath a dark coloured serge sute, liked with green Taffity, a brownish complexion with black Eye-brows, with her Nose somewhat short and turning up again, the said woman goeth by the name of Anne Gibbs, alias Boyle, who feloniously went out of her lodging from Mr. Edward Ravens house a saddler in St. Giles's in the fields, next door to the Swan near to Drury Lane, about the middle of April last where she left two small children behind her, and if anyone can bring any tydings of her unto the above said Edward Raven shall be thankfully rewarded."



The first weekly newspaper devoted entirely to advertising was the Publicke Adviser, produced by Marchamont Nedham. The first issue, shown here, was published in May 1657.

In this advertisement, the advertiser gave detail descriptions of a depraved woman and sought any information for her retribution. In this ad a vivid description was given to locate the advertiser's house. It also depicts that in those days, there was no system of address as of today. It is noteworthy that if any woman had gone away from her house she was called 'felonious', means characterless, even in those days, although the woman of that century had the courage to leave houses, whether it was considered bad or good. This, however, proved that ladies of that century were courageous. An enthusiastic advertisement of 1660 was :

"Most excellent and approved Dentifrice to scour and cleanse the Teeth, making them white as ivory, preserves from the Tooth-ache; so that being constantly used, the Parties using it are never troubled with the Tooth-ach' It fastens the Teeth, sweetens the Breath, and preserves the Gums and Mouth from cankers and Impothumes;.... and the right are only to be had at Thomas Rookers, Stationer....."

This ad has similarity with modern ad and referred **Physicians** and its persuasion. This propaganda had the same views of Toothpaste of today's ad.

This advertisement paper of Marchamont Nedham was forced to cease publication by his rival group in September, 1657 as he used to charge for the printing of advertisements. In 1660, when Charles II became king, Nedham was compelled to leave the Continent and his rivals took over his ideas. The *Intelligencer* and the *Newes* were printed by Robert L' Estrange, whom Charles II appointed as surveyor of the Press, Newsbooks and Advertisements. During the years 1665-1666 when plague broke out as epidemic, these papers contained the names of doctors and various doubtful remedies like "A little Bag to hang about the Neck", 'A Celestial Water' or 'A Fume'. This epidemic form of Plague gave a considerable boost to the sales of patent medicines. Street posters and handbills proliferated which harangued the public into buying "infallible preventative pills", 'never failing Preservatives against Infection', 'Sovereign cordials against the corruption of the air', 'Antipestilencial Pills' and 'The Only True Plague-water.' Mr. L' Estrange published only one copy of a special paper containing only advertisements, was *Publick Advertisements* in June, 1666. There were other two advertisement papers that were important. The *Merchant's Remembrancer* (1679-1712) dealt with prices of imported goods and gave information on buying and selling. The *Jockey's Intelligencer* contained advertisements for the buying and selling of horses and carriages. Charges were 'a shilling for a horse or coach for notification and six pence for renewing'. 'The Only True Plague-water.'

[illegible]

Opposite William Thackeray's list of books, ballads and histories of about 1689, is a rare survival of this kind of advertising. The range of books on sale is also a very good indication of the literature then available.

First Illustrated Press Advertisements

This was a new idea, an advertisement with illustration. During the period of Elizabeth I broadsides were skillfully illustrated woodcuts and elaborate designs. There were rarely illustrated ads in the earliest Press but the use of an asterisk or a pointing hand were there. In April 1652, the Faithful Scout first published the illustrated press advertisement. It contained fine drawings, descriptive of two lost jewels. In March, 1703, the Daily Courant published first illustrated trade advertisement. That was a small woodcut showed an invention for making chocolate. In the seventeenth century, there were a few illustrated press advertisements. In the eighteenth century the illustrated tradesman's card depicted the skill of the artistry in the illustrations of the advertisements, and were more in number, compared to previous century.

The City Mercuris

The City Mercuris, advertisement sheets registered at the Central Office of Intelligence was another interesting publication of the seventeenth century. In June, 1667, the first City Mercury was published by Thomas Bromhall containing trading information and advertisements.

[illegible]

The City Mercury carried notices of all descriptions for the London area and was devoted to advertisements. This is the front page of the issue for 4 November, 1675. It was one of the several papers with the same name.

A notice was published with information of a tobacco ship landing in Devon. This advertisement shows the flourishing trade development of tobacco. The advertisement was :

"From Barnstaple, August 13, Six Virginia ships came in this day over the Bar, all laden with tobacco; the names of them not yet known; per next you shall be particularly informed, not only of their names, but the names of their masters and others, as also what Rate all our Commodities yield there."

After Bromhall's Mercury was discontinued, other publications were printed using the same name. The circulation of City Mercury was limited in London, whereas the Westminster Mercury served the country districts. Advertisements were arranged in paragraphs with subject headings. From these advertisements it is possible to know about the social systems of those days. An interesting notice was :

"A Black girl about 15 years of age to be sold"

It proves the existence of slave system in that period. Therefore, advertisement also acts as a mirror of social system. Most of the advertisements were private and a few traders were listed. An amazing example of two competitors emulating a public argument is also found in the same issue of July, No. 16 of 1692. That was :

"One Haworth now of Hartford, father to Dr. Sam Haworth, has published an advertisement relating to the said Dr. Haworth's Grand Elixir; Therein traducing and scandalising Mr. Geo. Squire as no less than a cheat and imposter in pretending to prepare the said Elixir, alleging that the secret thereof is wholly in himself...."

The term "advertiser" is found for the first time in the same issue where the publisher asked for more advertisements. The advertisement was, "Advertisers may bring or send them to Tho. Howkins, Bookseller in George Yard...." Mercuries was the pioneer of advertising agency and modern press advertisements. They provided the new idea of publicity services, though not regularly.

18th Century

In the eighteenth century the rate of literate people increased and a flourishing trend of newspaper and publishing trade was noticeable. In 1702, December 1, The Daily Courant, the first daily newspaper in Britain was published. It carried an advertisement section which was one of the first to make use of illustrations. Then came 'The Tatler' in 1709 and the "Spectator" in 1711. These two papers started social journalism and persuaded the woman readers.

The Daily Courant.

Wednesday, March 11. 1702.

From the Amsterdam Courant, Dated March 12. N. S.

O Naples, Feb. 22. On Wednesday last, our New Victory, the Duke of Sicily, arriv'd here with a Squadron of the Gallies of Sicily. He made his Entrance dusk in a French habit; and so give us the greater Hopes of the King's coming hither, went to Lodge in one of the Royal Palaces, leaving the Royal car for his Majesty. The Marquis of Geleai is also arriv'd here with a Regiment of French.

Rome, Feb. 2. In a Military Congregation of them that was held here, it was resolv'd to draw a Line from Aversa to the Borders of the Ecclesiastical State, thereby to hinder the Marches of the Transilvanian Troops. Orders are sent to Civita Vecchia to fix out the Gallies, and to strengthen the Garrison of that Place. Sigismond Oudin is made Governor of Perugia. The Marquis del Vasto, and the Prince de Caluso continue still in the Imperial Ambassadors Palace; where his Excellency has a Guard of 50 Men every Night in Arms. The King of Portugal has desir'd the Arch-Bishoprick of Lisbon, vacant by the Death of Cardinal Secchi, for the Infante his second Son, who is about 11 Years old.

Vienna, Feb. 4. Orders are sent to the Regiments of Foot, for 2 of Carabins, and so that of Dragoons, which are broke up from Hungary, and are on their way to Italy, and which consist of about 14 or 15000 Men, to hasten their March thither with all Expedition. The 6 new Regiments of Habsburgs that are now raising, are in so great a Forwardness, that they will be complete, and in a Condition to march by the middle of May. Prince Lewis of Baden has written to Court, to excuse himself from coming thither, his Presence being so very necessary, and so much desir'd on the Upper-Rhine.

Strasbourg, Jan. 22. The Marquis d'Usson is come to Strasbourg, and is to draw together a Body of some Regiments of Horse and Foot from the Gallies of Alsace; but will not gather them of themselves, but London, which are already very weak. On the other hand, the Troops of His Imperial Majesty, which are going to form a Body near Strasbourg in the Palatinate, of which Place, as well as of the Lines at Spain, Prince Lewis of Baden is desir'd to take a View, in three or four days. The English and Dutch Ambassadors, the Count of Fuhr, and the Baron Vunder Meer, and several the En-

Flanders under the Duke of Burgundy; and the Duke of Meise is to Command upon the Rhine.

From the Amsterdam Courant, Dated Mar. 12.

Rome, Feb. 23. We are taking here all possible Precautions for the Security of the Ecclesiastical State in this present Conjunction, and have desir'd to send some Men to the Courts of Switzerland. The Pope has appointed the Duke of Savoy to be his Lieutenant-General, and he is to Command 6000 Men on the Frontiers of Naples: He has also fixed upon him a Pension of 6000 Croones a year during Life.

From the Paris Courant, Dated Mar. 12. 1702.

Naples, Feb. 27. 600 French Soldiers are sent here, and are expected to be follow'd by 4000 more. A Courier that came hither on the 14th has brought Letters by which we are inform'd that the King of Spain designs to be here towards the end of March; and accordingly Orders are given to make the necessary Preparations against his Arrival. The two Troops of Horse that were Commanded to the Abruzzo are pull'd at Palermo with a Body of Spanish Foot, and others in the Port of Messina.

Perth, March 12. We have Advice from Toulon of the 9th Instant, that the Wind having long stood favourable, 22000 Men were already sail'd for Italy; that 5500 more were Embarking, and that by the 15th it was hoped they might all get thither. The Count d'Albion arriv'd there on the Third Instant, and fix all hands at work to fix out the Squadron of 9 Men of War and some Frigates, that are prepar'd to carry the King of Spain to Naples. His Catholic Majesty will go on board the Flanchon, of 110 Guns.

We have Advice by an Express from Rome of the 12th of February, That notwithstanding the pressing Instances of the Imperial Ambassadors, the Pope had Command'd the Marquis del Vasto to let his Head and his Rhine to be continued, for not depending to Answer the Charge against him of Popularity scandalizing Cardinal Justice.

ADVERTISEMENT.

It will be found from the Foreign Papers, which come to this Office, that the Anchor has taken Care to be daily furnish'd with all that comes from Abroad in any

The Daily Courant was the first newspaper to be regularly produced. It carried an advertisement section which was one of the first to make use of illustrations.

Addision had some rather facetious advice for the early advertiser which he published in the 'Tatler' of September 14, 1710.

"The great Art in writing Advertisements, is the finding out a proper Method to catch the Reader's Eye; without which, a good thing may pass over unobserved, or be lost among Commissions of Bankrupt. Asterisks and Hands were formerly of great Use for this Purpose. Of Late Years, the N.B. has been much in Fashion; as also little Cuts and Figures, the Invention of which we must ascribe to the Author of Spring Trusses. I must not here omit the blind Italian Character, which being scarce legible, always fixes and detains the Eye, and gives the curious Reader something like the satisfaction of prying into a Secret." 18

Even in those times, the people were beauty conscious and equally interested to keep themselves fair looking. This hypothesis was drawn in this study from an advertisement of "Cosmetics for beauty". It was published in the 'Spectator' in 1711.

"A most incomparable Press for the Hands, for exceeding anything ever yet in Print: It makes them delicately white, sleek and plump; fortifies them against the scorching Heat of the Fire or Sun, and Sharpness of the Wind. A Hand cannot be so spoil'd but the Use of it will recover them. Sold only at Mr. Allcraft's Toy shop, over against the Royal Exchange, at 1s. 6d. a Pot, with Directions: Where is sold the excellent German Powder for the Scurvy in the Gums and Teeth, which by only scouring them every Morning, whitens and fastens the Teeth to a Miracle, at 1s. a. Seale. 19.

This advertisement was for skin as well as for tooth care. Today, as we see the advertisement of Fair and Lovely, which claims to protect the skin from scorchy sun, this old advertisement was also to guard the skin from the heat of the sun. The idea is similar, but the media and the style of the ads are different, although the subject matter is the same. The advertisements of dental cream like Colgate or Forhans also speak to whiten and freshen teeth early in the morning. Similarly this ad was also propagating something in 1711, though in a different language.

The volume of newspaper advertisement increased despite the introduction of advertisement tax which was imposed by the government in 1712, in order to curb the activities of the press. Each advertisement, whether it was a line or a column long, was charged one shilling, and in case it was not paid within thirty days the charge was trebled. Many publications closed as a result of this tax system and imposition of newspaper stamp duty.

The subject matters of press advertisements of the 18th century are similar to those of the twentieth century. It can be easily understood if we go through some of the 18th century's advertisements. "Cosmetics for beauty" is one of the important factor of today's consumer ads. But such "Cosmetics for beauty" was also advertised in the Spectator, in 1712. "The Gentlewoman who lived 20 years in Raquet Court, and 7 years in Crane-Court, Fleet Street, and has served most of the Quality in England, Scotland and Ireland, also the East and West Indies, with the most excellent curiosities for preserving the Face, Hands and Teeth, in present Beauty; for colouring red or grey Hair to a lovely brown or black, a Cosmatick that certainly takes away the Spots and Marks remaining after the Small-Pox with many other rare Secrets in Physick, is now removed to her own House the uper End of Left hand, where you may be furnished with all things as formerly, and all prepared with her own hand. She is to be spoken with every day from 9 to 12, and from 2 till 8 at night...." 20

Advertising began to develop in America in 1700s. Benjamin Franklin is known as the father of advertising in the United States. He introduced advertising before editorial as a masthead of the first issue of the 'Pennsylvania Gazette' in 1729. The first weekly newspaper published in America was the 'Boston Newsletter', which appeared in 1704 under the editorship of John Campbell. The first issue published this :

ADVERTISEMENT

This Newsletter is to be continued weekly and all persons who may have any houses, lands, tenaments, farms, shops, vessels, goods, wares, of merchandise, etc., to be sold or let, or servants run away, or goods stolen or lost may have the same inserted at a reasonable rate, from twelve pence to five shillings and not to exceed : Who may agree with Nicholas Boone for the same at his shop next door to Mayor Davis' Apothecary in Boston near the old meeting house.

The advertisement for the sale or rent of houses, farms, shops, vessels and other items were found in the first issue of 'Boston News Letter'. Early American advertisements however, was largely devoid of the exaggeration found in English advertisements. James Young, in comparing patent medicine advertising in these two countries upto 1750, said, "While the English proprietor sharpened up his adjectives and reached for his vitriol, in America with rare exceptions, advertisers were content merely to list by name their supplies of imported English remedies."

Benjamin Franklin was one of the earliest proponents of advertising and widened its use in his newspaper 'Pennsylvania Gazette' from 1728 which later became the 'Saturday Evening Post'. The Press advertising and its development in America is essentially a follower of British newspaper advertisements. He carried one to two columns of advertising in each issue. Franklin used white space between ads and began to use 14 points headings for each advertisement. Small stock woodcuts also began to appear in his paper, both in half column and full column size.

An example of advertising pointed in Franklin's newspaper in 1735 is quoted below :

TO BE SOLD

"A Plantation containing 300 Acres of good Land, 30 cleared, 10 or 12 meadow and in good English Grass, a house and barn & C. lying in Nahtmel Township, upon French-Greek, about 30 Miles from Philadelphia. Enquire of Simon Meredith now living on the said place.

All persons indebted to the Estate of Joseph Harrison, Carpenter, late of Philadelphia, deceased, are hereby required to make speedy payment to John Harrison, or John Leech, Executors. And those that have any Accounts to settle, are desired to bring them in." 21

HAIR MANUFACTORY, 137 CHESTNUT STREET.

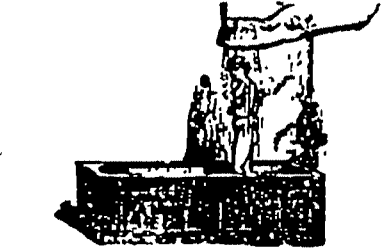


C. FOULADOUX.

Ladies and Gentlemen's Fashionable Hair Dresser, from Paris, has the honor to inform the public that he continues to keep a large assortment of Hair Works, designed and finished in the newest fashion, comprising Braids, Plaits, Buns, French Curls, Ringlets, Puffs, Bouffants, Ladies' Wigs, Gentlemen's Wigs, Moustache, Beards, &c.

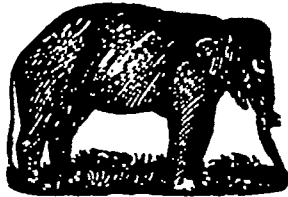
Also, a store of the finest French Perfumery, consisting in an unassorted variety of Pomades, Mignonettes, Essences, Soaps, and many other articles belonging to the Toilette of either sex. The whole to be sold by wholesale or retail.

Mr. Fouladoux also begs leave to mention, for the satisfaction of those disposed to honor him with a commission of their patronage, that he has prepared two rooms—one for dressing and curling the hair of Ladies and Children, the other exclusively for Gentlemen. He commands but most respectful courtesy to the notice of Country Merchants.



JAMES J. JOHNSON'S FASHIONABLE HAIR DRESSING SALOON, AND BATHING ROOMS.

Wonders of Nature Displayed.



EXTRAORDINARY NOVELTY.

TO be seen at the Pennsylvania Farmer, on Third, between Vine and Callowhill streets, for a few nights only.

The ELEPHANT HAHEEM MAHEEM ALLA KHAN formerly belonging to the Prime Minister to the King of Oude, of the same name, and probably the most magnificent, durable and the largest ever brought to the United States, and now that was held in high estimation by its former owner, and cost much to procure him.

The Elephant Alla Khan is 30 years old, 6 feet 9 in chest high, and 35 feet long—has 8 beautiful tusks about 30 inches long which, with his ears, are ornamented—and has the Mischese, who accompanied him from Calcutta, to attend him.

Alla Khan is in good health, and his sagacity is wonderful. He estimated and saved himself by his trunk, after having fallen overboard, when landing at Penna's dock, in Philadelphia.

Oct 8—dt



FALL FASHIONS,

JUST RECEIVED—together with a full assortment of Cloths, Cambrics, Vests, &c. by

J. W. LEEDS.

R. W. corner of Third and Chestnut streets. Where is constantly kept on hand, every description of Youth's and Children's

FASHIONABLE CLOTHING,

With a few well selected Garments for the accommodation of gentlemen travelling, and others.

sep 27—ly

J. WILSON



BEOS leave to return thanks to the public for their liberal support, and inform them he has moved up the office, 22, exclusively for PORTRAIT PAINTING. In addition to the one he before occupied, where he continues to take the most faithful likenesses in Portrait, Miniature, &c. on the most reasonable terms.

N. E. Nos. 31 and 32, East Avenue, Arcade, up stairs there are a number of Miniatures in windows, and a number of Portraits, Family Groups, &c. to be seen inside.

oct 4—adlm

MRS. CANTRELO'S CORSET WAREHOUSE, 115 Chestnut st., 2 doors above the Post Office, (DIRECTLY OPPOSITE THE NATIONAL HOTEL.)



WHERE Ladies can be fitted with CORSETS of the most approved fashion, from an extensive assortment constantly kept on hand. The Patent Manner Dress, particularly recommended to both sexes, where there is an inclination to stoop, rather than deformity or study.

Mrs. CANTRELO also keeps a complete stock of Ready Made Linen, Flannel and Glaze, Shirtings, Laces, Calicoes, Cravats, Silk and Linnen Pocket Handkerchiefs, Cravat Stiffeners, Russian Riding Bala, the Patent Jubilee Stock, and various other articles suitable for immediate wear.

N.B. Merchants and dealers supplied wholesale and retail.

Rich Cut Glass, &c.



THE subscribers having purchased Mr. R. B. RILEY'S Factory, and extensive stock of CUT AND PLAIN GLASS WARE—and taken the old established store, No. 64 NORTH THIRD STREET—have now on hand, and are now keeping a complete assortment of RICH, NEW AND FASHIONABLE PATTERNS at the lowest Factory prices—to which they invite the attention of buyers, being prepared to supply their customers with the best articles on the most favorable terms, and will execute all orders for cutting at their factory, on short notice, at the accustomed rates. They have also made arrange-

These advertisements were published in American Newspapers in 1833, except that of James J. Johnson which was published in 1859.

Analysis of Early English Ads of England

The advertisements were printed and laid out like classifieds and were illustrated rarely. Mostly, these ads were directed to the wealthy clients of the coffee houses where the newspapers were available. Some newspapers contained advertisements of wigs, tea, coffee, books, wines, lottery and theatre-tickets and also the ad of essential cathartic and 'cosmetiks'. The ads of ordinary household goods were frequent, including offers of engage servants and slaves. The advertisers sometimes used simple illustration to attract the readers. For example, sailing announcements displayed a small woodcut of a ship at the top of a poster or small ad, or a minute figure of a man looking over his shoulder was placed at the head of an ad for a runaway slave.

However, by today's standard most advertisements were straight forward and informative. Their style and language tended to be formal, respectful and ceremonious. It is worth mentioning that the eighteenth century was an age of quacks, 'empires' and tricksters. They enjoyed a considerable influence and social standing as they both made and peddled an alarming variety

of pills, purges, solvents and elixirs for which extravagant claims were made. The quacks attracted attention to their wares by indulging in the most repulsive details of the diseases and scourges they claimed to cure. Their promises were matched by spurious testimonials elicited from miraculously cured sufferers, who were mostly 'dukes and other noble personages of this kingdom'.

The tobaccos and snuffs were advertised to be good for the 'Head, Eyes, Stomach, Lungs, Rheumatism and Gout, Thickness of Hearing, Head-ach, Tooth-ach or Vapours'. And it was even alleged that a person 'may never come to wear spectacles' if he uses a certain brand of tobacco. These quacks had a lasting impact on advertising, and subsequent persuasion.

The design and layout of the ads were backdated as they used long sentences, superfluous linking passages and the generally long-winded style of advertising language. There were not much space between sentences and type sizes were not accurate and symmetrical. But the art of copy writing sprang to life and made a noteworthy contribution to the language in coining and invention of new words. Around the middle of the eighteenth century, we observe a new kind of fashionable printings, some eye-catching statement in bold type, followed by the remainder of the message in smaller type, viz :

**A Beautiful Yound Girl Strangled
a cry of admiration when she saw our new blouses**

Most of these advertisements came from local traders, doctors and local businessmen. The first advertisements in both English and American newspapers had little to distinguish typographically, from the regular news item. In appearance, these are similar to present-day reader ads found in the news columns. At times they were set in italics and sometimes in a smaller type size than the body matter. Usually each ad began with an initial capital letter.

The third issue of News letter, dated **May 8, 1704** carried three paid advertisements. One of these ads described the theft of some men's apparel, another for two lost iron anvils, and the third one announced a fulling mill and a plantation for rent or sale. The newspaper as a whole and also its advertisements were patterned after the style and format, then common in England.

The first daily paper in the United States of America appeared in Philadelphia in June 1783 viz. The Pennsylvania Evening Post, and the Daily Advertiser. It continued publication irregularly until October 26, 1784. It was unsuccessful as it couldn't attract the advertisers which was the main reason for its suspension. The first successful daily paper was the Pennsylvania Packet (1771). The Daily Advertiser, started publication on September 21, 1784. From 1771, the packet began its journey as weekly and from the very first issue, it handled a fabulous amount of ads. When its advertising volume became too large to carry in a four-page weekly paper, it changed to semi-weekly, later to tri-weekly to accommodate the volume of ad. In its first issue as a daily paper it had 10 columns of advertising in a four page, four-column paper. And it was said that,

'It is an interesting observation that the first daily newspaper established in the United States came, not an account of a demand for fresh news but as a result of pressure of advertising. The first New York daily was likewise an advertising sheet rather than a newspaper. This was the New York Daily Advertiser, first published on September 1, 1785, by Francis Childs.'²²

Gradually transportation developed, factories came up, industrial era emerged. The expanded market created the need and opportunity for more advertisement. Advertising was set in small type and the copy was changed infrequently. The usual ad ran from 5 to 20 lines in length and was contracted to run through out the year. The first papers were small in size, but with the increase of advertising, the tendency was to increase the number and length of columns. Until 1828, the common page size was 24 by 35 inches. The New York Journal of Commerce appeared with an 11 column paper 35 inches wide and 58 inches in length. The reason for development of this 'blanket sheet' format was the lack of press equipment which could not print more than a four page newspaper.

Limitations of this study

Surprisingly there are few books on the history of advertising. These information and materials are drawn mostly from the historical documents and old newspapers. To get the origin of English ads and its early developments, there is no other way but to depend on these historical documents. I collect the information from the various sources. But in case any historical research is done in future, then one shall be able to get more information from historical discoveries and we need not have to depend only on historical documents and hypothesis alone.

CONCLUSION

Before analysing the development of advertising of modern days, we have to study the origin and its history of advertising in its earliest form, since the study of background is necessary to realise the theme in proper perspective. Therefore, to understand the development of English Press Advertisement and the origin of ads- it's necessary to have an authentic background of ancient ads from which modern ad derives. As we learn today that advertisement developed alongwith civilisation, therefore advertising cannot be the product of modern marketing. It originated from the early civilisation and is a part of our heritage. From its inception, the newspaper increased its page size due to large amount of advertisements, not for news. Therefore advertisement has an important role from the very beginning of the newspaper's history throughout the world.

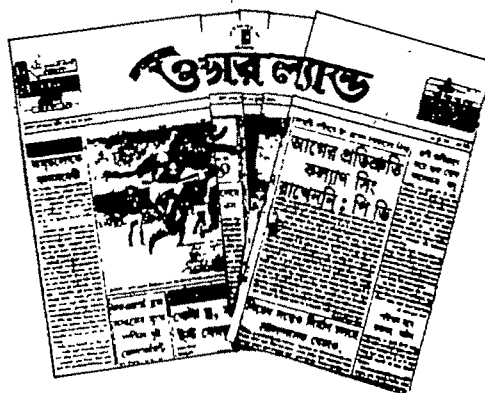
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New Trends In Indian Advertising

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ADVERTISING is one of the most important forces which serves the public interest. It is a form of open communication between those, who sell and those who buy the products. There is not the slightest doubt that advertising has helped to expand markets, improve product qualities, promote innovation and increase consumer choice. The basic principle of advertising is to create awareness and provide information about the product and service.

Because of the information revolution world has become a globe village and the field of advertising an important one. Lot of disciplines like education, politics, law and order are also in the process of advertising. Today advertising covers the main stream of life.

The history of Indian advertising starts from the first Indian newspaper 'Hicky's Gazette'. James Hicky, editor of that newspaper gave adequate coverage of advertisement that shows the importance of advertising.

As today's world becomes progressively more complex, the number of advertising message, product categories, introduction and choices becomes too large. The days are gone when one booked a commercial spot on the national network and sat back with confidence that the launch would be successful. Advertising has been growing at around 15 per cent per annum and the amount spent in 1992 was Rs.1,250 crore was on press and Rs 350 crore on Doordarshan and Rs 30 crore on Zee TV.

Many products arrived with the big ideas and works well in the marketplace. MRF muscleman, the Onida TV campaign with the 'envy' appeal, surf detergent's 'Lalitagiri', the Liril soap, 'freshness' campaign, Charm cigarettes 'freedom' campaign and the Narolac 'when you think of colour' campaign are some examples of good big ideas.

Recent advertising reviews have shown Indian ads catching up with the rest of the world in technique even, at this cost the stress in advertising has shifted from the technical features of the product to direct emotional appeal. LML Vespa gave a message like clear, 'safety come first! The kid saying 'Thank you Rasna' gave a huge boost to the sales of products. Magic combination of safety and direct appeal makes the Kama Sutra also so special.

Public Service advertising is a new trends in communication. Advertisements regarding the social evils of drugs, dowry and early marriage and ill treatment of the girl child are significant. No one expects sudden changes in societal behaviour by the display of such advertisement. They may just plant the seed of change in attitudes in people's minds which will be an important step towards change. Catchy advertisements for condoms or popular slogans for smaller families have their impact. Film stars telling people to wash their hand before meals or have their children vaccinated against polio.

Marketers in India are facing the social change. "TV bike- This is an environmental friendly bike' this ad can assure its customers. India is facing the threat of severe energy shortages, controlling drinking water consumption and conserving petrol, marketing can take part in solving these problems. Promotional techniques can be used to make consumer awareness

Star TV played an important role in providing some Indian brands with a medium which was non-existent before - for instance certain brands of liquor like Aristocrat, McDowell, found an outlet on Star. LIC's Griha Shobha informs you that 'owning a home in India is now simple'. State bank attracts 'global link to India. Indian multinational companies like Godrej, MRF, Dabur, Parle, Agro, Lakme have been going ahead with international marketing in various countries have started the process of building global brands.

Now a days many sexy ads related to sex products are allowed to receive nationwide exposure with impunity- condoms, medicinal remedies and so on. The question appeared in the minds of marketers, advertisers and consumerists today is whether the sexy trend in advertising is going out of hand! For example the Kama Sutra and other condoms ads, various liquor ads, executive club and some of the Bombay Dyeing suiting ads, Franchie and the Old Spice ads. If sex is to be used in ads effectively, it must be with dignified creativity.

The print media still continues to be the best medium for consumer durables. Press advertising accounted for an estimated revenue of Rs. 1,250 crore in 1991. Still the print media was hungry for ads that's why space selling has acquired a sharp new edge. Media groups are going for the hard sell like never before. Whether it is the national dailies, vernacular publications or magazines, practically every media group worth its advertising millions, has launched an ad campaign to attract advertisers attention. Almost everyone has some figures to quote about 'reach' 'target audience', 'cost effectiveness'. Hindu, Times of India, Indian Express, Daily Thanti are some good examples.

Though the advertising nature has changed a lot except few others, ads are still running successfully. Doordarshan has now adopted five channels nationwide which will leave with the advertisers with more choices in future.

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*edited by K SADANANDAN NAIR, University of Poona
and SHIRLEY A WHITE, Cornell University, Ithaca*

The original contribution in this volume examine important aspects of the reformulation of the theory and practice of development communication. The papers reflect on issues and ideas regarding inequality, dependency, development indicators, participatory approaches, message effectiveness, and the interface and use of traditional media and modern communication technologies.

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THE SWORD VS THE PEN THE FIRST HUNDRED YEARS

SRIPANTHA

"**B**EFORE he will bow, cringe or fawn to any of his oppressors...he would compose ballads and sell them through the streets of Calcutta', said James Augustus Hickey, India's first journalist who was probably Calcutta's first printer too.

Hallhead's A Grammar of the Bengali Language is the first genuinely printed book in the eastern part of India.

For a Bengali, this treatise bears historical significance. But modern researchers have opined that although Hallhead's use of movable metal types signalled the beginning of the Renaissance in Bengal, his grammar book may not be the first specimen of Bengali print.

Recently, researchers have discovered in London a calendar which belonged to the year 1778. It was printed in Calcutta.

This prized discovery is entitled - Calendar for the year of our Lord MDCCLXXVII. It's common sense that a calendar of 1778 must have been printed before the beginning of the new year. Then its printer can never be Charles Wilkins, but James Augustus Hickey. For he was the only person in Calcutta then, who had the technical expertise to print anything before the printing of Hallhead's Grammar Book. Hickey began his career as a printer in 1779, the year in which he printed some agendas for the council and booklets containing rules and regulations for the armed forces under orders from the East India Company. In 1780 India's first newspaper-Hickey's *Bengal Gazette* or the original *Calcutta General Advertiser* hit the stands. William Hickey, a contemporary of James Augustus, wrote that the latter had made some metal types for his press even before he took up the Company's assignments in Calcutta. Hickey's dues from the company for the services rendered by him were 35092 sikka rupees. But after 16 years of extreme harassment he could recover only 6711 sikka rupees whereas just the interest on the original sum stood at Rs 8422 1 anna 8 pai!

Calcutta's first printer and India's first editor James Augustus Hickey never received the honour he deserved. For he was an enemy in the eyes of the government - a person who wanted to incite rebellion and create anarchy. He had to pay a lot of price for the bold stance he adopted in his editorial columns. Hickey was not a professional journalist in England and had not much of experience as a printer. His only purpose of bringing out a newspaper was to upkeep the freedom of his mind and soul. Hickey described *Bengal Gazette* as "A Weekly Political and Commercial paper, open to all parties but influenced by none." Hickey pulled up everyone, high or low, to ridicule in his columns. Even the Governor General, Warren Hastings and Chief Justice of the Supreme court Sir Eliza Impey were severely criticized by Hickey. But when his pen started hurling abuses on Rev Kiernander, a Swedish missionary, it was too much for the Government to bear. The council issued an order to tally prohibiting the circulation of *Bengal Gazette* by the General Post Office for alleged vilification of private characters thus disturbing the place of the settlement. Defamation cases were filed against him in the court. The Sheriff with his followers attacked his press with arms. On June 17th Hickey was taken into judicial custody. But nothing could deter him from continuing his journalistic pursuits. Hickey continued to edit his paper from inside the prison without any change of tone. Hickey declared that he had only three things to lose-his newspaper, his freedom and his life and he was willing to give away his life and freedom to safeguard his newspaper which he considered akin to his honour. And that was what he really did. In spite of all impediments *Bengal Gazette* continued its publication till March 23, 1782 after which it was closed down. The relevant file preserved in the British library reads thus - 'The types being confiscated on this date under orders from the honourable court'. The last news of Hickey's press was received after his death in extreme poverty and distress in Bengali-tola. Most of his movable and immovable property were auctioned to repay his accrued debts on May 1803. Among them included a 540 pound type and a broken press!

Within a few months time of the publication of Hallhead's Grammar Book, the first government press started functioning in Calcutta under the stewardship of Mr Wilkins. In 1779, January, one can detect a notice from George Hodgson, a revenue department official intimating all government departments regarding estimated costs of printing in different Indian languages.

Again in 1801 we see Lord Wellesley making extensive plans to establish a government press in Calcutta. Lord Wellesley argued that the number of presses under private ownership were fast increasing. And this according to him was a dangerous

trend. Keeping its political implications in view the Governor General opined that a government press should be made functional at the earliest for it will not only reduce government expenditure but will influence the private press owners to change their virulent anti-government tone. In his report Wellesley extensively quoted the instances of various disturbing events between the years 1793 and 1798. By the word 'press' in his report Lord Wellesley may have underlined the need for a government owned newspaper, besides a government press. One of the most clever strategies adopted by the government to clip the wings of the influential newspapers was to set one paper against another. The Government would patronize one paper and use its columns to counter charges levelled against it by another. Some sections of the ruling elite felt that owning a newspaper would end all their problems- Wellesley being one of them.

Within a few months after Bengal Gazette started publication Calcutta's second newspaper India Gazette, hit the stand in 1780; Peter Read and B Mesinck being its joint owners. Of most significance is the fact that the Government was its chief patron. Four years hence in 1784 the Calcutta Gazette sees the emergence of 3 more newspapers-Bengal Journal, Oriental Magazine and Madras Courier. They were joined by Calcutta Chronicle in 1786. The Bombay Courier and Bombay Gazette began publication in 1789 and 1791 respectively. The small candle which Hickey lighted had taken the shape of a huge bonfire at the end of the century.

But it was not possible for a single official publication to return the torrent of blows coming from the private press. So, the Government started finalizing a strategy to counter the growing anti-government wave. Lord Wellesley took over as Governor General in 1798. In 1794 the editor of Bengal Journal was banished from Calcutta for supposed rumour mongering in his newspaper columns. Dune had reported in his newspaper the death of Lord Cornwallis, who was at that time campaigning in the Maratha war, quoting French sources which turned out to be false. Cornwallis ordered the deportation of William Dune, but was left for the time being at the request of the French authorities. Three years later his house was raided by the court for not repaying debts he had incurred. Dune reported in his paper that most charges levelled against him were false and they had been framed to harass him for criticising the manners of the court. He had demanded an audience with Sir John Shore who had taken Cornwallis' place as Governor General. But as he reached the Government House for the meeting, he was arrested by government authorities and deported to England. The Supreme Court in its judgement supported the Government action and said that the latter had the right to deport erring editors who are indulging in licentiousness in their newspaper columns. In 1796 a government employee was sacked for contributing a pseudonymous to the 'Telegraph'. Dr Charles Macleans was deported to England for casting aspersions on the character of the Magistrate of Gazipore in 1798. And amongst all this pandemonium Lord Wellesley took over as Governor General of India.

In May 1799, the law regulating a Press came into force. The chief weapon in this new armour was to deport unrelenting editors to Europe. Other tactics were adopted too. Government notices and advertisements did not appear in the erring papers. Subscribers and advertisers were harassed and were advised to restrain themselves from patronizing anti-government newspapers. The facility to send newspapers by post were often withdrawn. The government used to confiscate letters written to the editor by members of the public. In 1795 a government notification in Madras informed the editors that all items to be published in their newspapers had to be submitted to the military secretary for prior scrutiny. But the most powerful weapon often used by the Government to punish 'disobedient' editors was to charge them for libel and then deport them to England, if need be. Naturally the editors were also in a desperate mood. In 1795 an editor named Humphrey fled from a ship thus escaping detention!

The immediate cause for the imposition of stern press regulations was an article in the Asiatic Mirror in which the editor Mr Bruce gave comparative estimates of European and Indian populations. Wellesley held such speculations to be potentially dangerous, especially at the time when he was engaged in a deadly battle with the Mysore 'tiger' Tipu Sultan. On the other hand it was the time when Napoleon was becoming more and more powerful in Europe. Wellesley informed the Commander-in-chief about the new code of conduct for editors, which if violated, the latter would be dealt with force and deported when necessary. The entire country was brought under the jurisdiction of the new press law. In the opinion of Mr Pears, Lord Wellesley's biographer, the press laws of 1799 were as severe as the Star Chamber laws of 1585. The Directors of East India Company approved these draconian laws in haste but did not inform the Board of Control regarding its passage, fearing rebuttal. For in Britain it was an era of free press and such glaring inequalities in treatment for pressmen in England and India would definitely raise a hue and cry. It is reported that Wellesley himself wanted to forget the excess committed under his command in the name of press censorship. He directed the editor of his official despatches to leave out this despatch on the Indian press.

Thus one can notice alternative periods of liberal and authoritative regimes in relation to press in different periods of British rule. Critical analysis would indicate to two schools of thought among the ruling elite of the time which is a reflection of contemporary European thought and English political philosophy. There is no scope of detailed discussion on these over here. A direct reference to the Indian scenario would make things clear. The major section of the ruling elite opined that subservience and free press cannot exist together. Adam said that the character of the government in India is not democratic, but despotic in nature, therefore it is irrelevant to talk of a free press. In Bombay Elphinstone's administration was relatively liberal in nature. But he also felt that the possibility of a free press existing in a colony is remote. A judge of the Supreme court went one step further to declare that the existence of a free press can be thought of only after the enactment of an independent constitution. Metcalfe's biographer J.W.Kaye had written that the spread of knowledge petrified the British rulers. The press and the Bible were akin to bad dreams to them. The only wish was to keep Indians in the profoundest possible state of barbarism and despair.

In the other hand the liberalists believed that the press had a beneficial effect on society especially because it could be used to remove illiteracy and ignorance and it was not as dangerous to the British Government as it was made out to be. Metcalfe had even commented that although some opponents of press freedom had said that it might result in the end of British rule in India shall it not the duty of the Government to give the light of knowledge to the people. If it was not

possible to continue British rule in India without keeping the people ignorant, then it should come to an end, Metcalfe opined.

As the liberal and authoritarian phases alternated from time to time, the editors and proprietors had to carefully tread a measured path in consonance with it. Wellesley left India after these draconian laws for the press. Lord Cornwallis replaced him, taking over as the Governor General of India for the second time. But he expired within a short while. George Barlow took over the post temporarily. Lord Minto came in 1807. In the meanwhile a lot of significant developments had taken place in Bengal. Wellesley had patronised the establishment of Fort William College in 1800. Books were being printed in plenty at the Missionary press in Calcutta. More and more newspapers started coming out in Calcutta.

In 1806 a Government notification banned public meetings in Calcutta except with prior permission from the government. The Sheriff had to be duly informed about the occasion and the identity of the speakers in the meeting. Only the Sheriff had the authority to convene a public meeting. A new law proclaimed in the year 1811 made it compulsory that the name of the printer must be written in any printed matter- whether it be a book, a newspaper or a pamphlet. It can be deciphered thus that numerous pamphlets and booklets with political overtones were being clandestinely published by the nationalists. Such incidents became common during Lord Minto's reign. It was he who ordered the Serampore Missionaries to shift their press to Calcutta to enable the government to keep a closer look on their activities. But after much pleadings Minto relented, only after the missionaries vowed not to publish anything without taking prior permission from the Government.

The excitement and concern noticed in Government circles when Captain Sydenham presented the Nizam of Hyderabad with a press, to enlighten him with modern scientific discoveries, bears testimony to the attitude the government had with regard to the press, especially in the hands of the natives. The Chief Secretary chastised Captain Sydenham for such an unforgivable act. Matters cooled down only when Sydenham reported that the Nizam had failed to understand the significance of the printing press and had kept it idly lying in the store room.

Minto was succeeded by Lord Hastings in 1813. He decided to do away with the Wellesley established census office in 1818. Instead he drafted a code of conduct for the newspaper editors. It was a minor incident with induced Hastings to do away with census. Mr Hitley, an Englishman was then the editor of 'Morning Post'. He published a news item in his paper disobeying the census authorities. But when the government wanted to deport him for his crime, he objected, for his mother was an Indian woman and thus he was an Indian by birth. Lord Hastings then decided that he would introduce a code of conduct for journalists and do away with census as its rules contained many loopholes. The new code of conduct of 1818 listed the following regulations:

1) News and commentary about government activities and policies could not be published. The editors were also debarred from making any comments on the conduct of the members of the Council, Judges of the Supreme Court and the Lord Bishop of Calcutta.

(2) No analysis or critical commentary could be published that might create doubts in the minds of the natives about the British Government.

(3) No items from foreign newspapers could be published that might be harmful for the British Government in India.

(4) Newspapers were also refrained from making attacks on the personal lives of the citizens.

Although this code was much softer in comparison to Lord Wellesley's dictums, it is difficult to find any basic difference between them if they were scrutinised minutely. In spite of that, this code of conduct was hailed by the intellectual community in India as the first step in the march towards independence. In Madras over 500 prominent citizens assembled to congratulate the Governor General for his nobility. A messenger was sent to Calcutta to personally hand over the congratulatory message to the Governor. In reply Lord Hastings remarked that he believed in the free expression of thought except under emergencies and special circumstances. He further remarked, "It is godlike bounty to bestow expansion of intellect, to infuse Promethean Spark into the statue and awaken it into a man. But later we can witness serious conflict between Lord Hastings and the newspaper editors on various matters of policy and their implementation.

While taking a quick look of the intellectual scenario in Calcutta during this period, one can notice veritable change in Calcutta that has set in. Till recently printing presses were limited to Western settlement in Calcutta. The Bengalis took little or no part in it. There were only 18 printing presses in Calcutta at the beginning of the 18th century and all of them were British owned. This number increased to 300 at the end of the century. Sixteen Bengali titles had also been published during this period. But the printer and publisher of these vernacular texts were foreigners too. Over 18 newspapers were published from different parts of Calcutta by the then British residents and the news-contents of these papers indicate that they were meant for Englishmen only. The furore that was raised about press freedom really affected the British residents of Calcutta, some of whom were free traders and some were part of the government. The natives were not involved in this quarrel and were mere onlookers, curiously beholding the entire drama from afar. This can be ascertained from the fact that in 1828 only one Bengali from Shantipur subscribed to the 'Bengal Harkara', the total number of its subscribers being 155. The English daily 'John Bull' had only one Bengali reader, a Jangipur resident, amongst its 204 subscribers. In Bombay only a single Parsee gentleman read the weekly paper 'India Gazette', the total circulation of which was 561. Although it is possible that the number of actual readers were little more than that but it is definite that the number of readers is negligible.

In 1818, the year in which the Marquise of Hastings enforced the code of conduct for editors a lot of change has taken place in the intellectual landscape of Calcutta. The only existing assembly for intellectuals in Calcutta then was the Royal Asiatic Society which was founded in 1784. In 1815 Raja Rammohan Roy established his 'Atmiyasabha' at Bangalitol. 1817 saw the establishment of Hindu College and Calcutta School Book Society. In the following year the Calcutta School Society and various other associations were found. A rising ferment in the intellectual life of Calcutta was being noticed. The waves of intellect had started lashing the native township of Calcutta. The printing machine had already started to become an indispensable tool for the educated Bengali. Even before Gangakishore Bhattacharya had already started publishing the famous Bengal Gazette. 'Digdarshan' and 'Samachar Darpan' published by the Serampore Missionaries hit the

stands in 1818. Rammohan Roy under the pen name 'Shivprasad Sharma' started writing in 'Brahman Sevadhi'. The joint efforts of Tarachand Datta and Bhavani Charan Banerjee of Kolutola saw the birth of Sambad Koumudi in 1821 and Samachar Chandrika in 1822. Other than Bengali, Calcutta is also the birth place of Persian, Urdu and Hindi press.

'Udanta Martanda' appeared on 30.5.1926. Harihar Dutta's Urdu paper Jam i-jahannuma and Rammohan Roy's Persian Daily 'Mirat ul-Akhbar' hit the stands in 1822. The press had by then caught the fancy of the local people. There were four Indian owned presses in 1820. More than 15,000 books and pamphlets had been published in that year. Calcutta School Book Society purchased thousand copies of the first issue of 'Digdarshan' which in Bengali means 'one who shows the right path'. Calcutta School Book Society bought around 61,250 copies of this publication by 1821. The Samachar Darshan sowing to its contents was also referred to as the 'Adult School Master' whose circulation was about 400. The subscribers of Samachar Chandrika were of almost the same number. Although the circulation of vernacular publications were much less than comparison to the British owned newspapers, it cannot be ignored in any way. In 1934 one can see that the most popular daily amongst the four English papers published from Calcutta had a circulation of 726 copies. The circulators of the English weeklies ranged between 100 to 400 copies. Keeping the rate of literacy amongst the Bengali population in mind it can be said with conviction that there was much of a difference in circulation among English and Bengali dailies. Still, till the period of Lord Hasting's Governorship all the strife and turbulence was with regard to the English Press.

The period of confrontation between the press and the colonial powers had started with the introduction of the code of conduct for editors. James Silk Buckingham reached Calcutta that year as a Captain of a ship that was carrying slaves from Madagascar to the western markets. Previously unaware of it, he immediately left the job when he became aware of its mission. Buckingham was among the most knowledgeable, principled and resourceful persons then residing in Calcutta. Within a few months of his arrival, he alongwith a few likeminded English businessmen started the publication of the Calcutta Journal (October 1878) which is regarded as the best newspaper of those times. It was published twice a week and had eight pages of printed matter. It was priced at one sikka rupees. Within a short while Calcutta journal was turned into a daily. It was called the 'paper of the public'. With ample resources at his disposal Buckingham acquired the latest machinery and housed his office and press in a palatial mansion. The capital strength of Calcutta Journal was -- pounds 40,000 and circulation exceeded 100 copies. In its first issue Buckingham declared his intention of bringing out a newspaper that would be different from others in style and content. Although there were nine dailies being published from the city, Buckingham felt that none reflected the aspirations of the people. Other than the coverage of major national and international events, Calcutta Journal presented its readers with excerpts from Europe European literature and tried to present in his columns the hopes and aspirations of the local people. It started playing a crucial missing upliftment of the masses. He became very close to the Bengali intelligentsia. Raja Rammohan Roy was his personal friend. Under the title of 'Sprit of the Press' Calcutta Journal regularly published abridged, translated items from major vernacular dailies.

This was enough for the Government and the submissive editors of rival dailies to get upset about. They attacked the Calcutta Journal, and its editor in unison for its 'subversive' policies. 'Should one resort to excuses in the

After assuming charge Adam had rewarded the editor of a pro-government daily with a plum government post. Buckingham severely criticized this move in his newspaper. Infuriated by the ridicule Adam called an emergency session of the council to punish Buckingham. As predicted Buckingham was told to leave India within two months. Buckingham, the editor of the first truly independent newspaper of India, boarded the ship for England. With his head held high fighting against, injustice, oppression and tyranny. Not only did he fight with his pen, he had to fight a duel too- to save his honour. The duel between Dr Jameson and James Silk Buckingham was widely reported in the vernacular dailies like 'Samachar Darpan'.

After Buckingham's departure the sole aim of the Government was to stop the publication of 'Samachar Darpan'. But Adam had no intention to stop there. During the short tenure he introduced the infamous Press Act which was a renewed attempt to intimidate the press. The new law declared that within a fortnight from the day it comes into force no one would be allowed to publish a newspaper or a book without a licence from the Governor General's council. The publisher would have to give a guarantee to the Magistrate which is later to be submitted to the Chief Secretary who had the power to grant license for publication. The publishers were also given a list of items that could never be published name of the freedom of the press? they asked. In reply Buckingham replied that he deemed it to be his sacred duty as an editor to remind the Governor General of his obligations and warn them when they are at fault and highlight the truth whenever necessary. The fight that had started within the press barons holding different shades of opinion was transformed in reality into a fight between the Government and a section of the press. The person had to confront the sword to keep its existence. An editorial of Calcutta Journal invited the wrath of the council members on its editor. They initially warned him but later dragged him to court. Buckingham won the first suit. But again Buckingham was accused of working against the Government along with a writer to the 'letters to the editor column named Robinson'. The latter belonged to the army and was promptly dismissed from service. The Privy Council wanted that Buckingham be deported. But Lord Hastings disagreed that this punishment was much in excess than the actually deserved.

Buckingham got respite for the time being but much more was due to come. Adam and other members of the Privy Council eagerly waited for a chance to harass him Suddenly Lord Hastings returned to England. William Bentick was due to succeed him. But till he arrived from England, John Adam, the senior member of the Council was to be the acting governor. This gave him the opportunity that he had long been looking for in the newspapers. Anything done in contrary would invoke government wrath and result in cancellation of the license. There was also a provision for imposing fines upto Rs 400/- for each offence committed.

The license of 'Calcutta Journal' was immediately confiscated under the new law. The new editor Mr. Stanford who had succeeded Buckingham had to leave the country. This prompted Raja Rammohan and a few others to make a special appeal

to the Supreme Court. This document is referred to by historians as the 'Aeriopagitica of the Indian Press'. But it failed to impress the Supreme court who categorically rejected the appeal by saying that it is irrelevant to think of a free press in a state which is under colonial rule. Rammohan even appealed to the Privy Council but to no avail. Even Miral-ul-Akhbar had to stop publication. In its last issue Rammohan appealed to his readers to safeguard their honour and never to relent in exchange of royal favours till the last drop of blood.

The new challenge for the ruling elite by the second decade of the 19th century was the Vernacular Press. Till now the confrontation was limited to the two groups within the Englishmen residing in India. The first group constituted the colonialists who supported the government in all its actions in return of favours. They patronized and supported the government in the time of any crisis. The opposing group constituted the whig radicals who belived in the laissez faire trading policies. They protested against the company's acquiring the sole rights to conduct business in India. So the radicals were much in need of a free press which would assist them in their struggle against the governments policies. In 1813 the British Government ended the East India Company's sole rights to conduct business in India thus paving the way for free enterprise. But that did not end the struggle for whig radicals against the Government. They demanded the end of British colonialization. Gradually the radicals attracted the Indian intellectuals towards them. Prominent luminaries of the Bengal Renaissance like Prince Dwarakanath Tagore and Raja Rammohan roy petitioned the Government in line with the radicals. For they had found their demands in tune with the propagators of the laissez faire trading policies. Thus when appealing in favour of the act of 1823, Bailey termed Vernacular dailies dangerous together with the English newspapers. By 1830s Bengalis had even taken up the task of publishing English newspapers independently.

When Mr J.H.Stoquiler who was a liberal took over the editorship of the conservative daily John Bull, Dwarakanath Tagore came forward to his help. In 1833 John Bull was given a new name The Englishman. Dwarakanath also took over the proprietorship of India Gazette. In 1835 India Gazette was merged with Bengal Harkaru. Although the publisher of Bengal Harkaru was an English commercial establishment Dwarakanath had previously acquired some shares of the publication. Earlier in 1829 when Montgomeri Martin had started publishing Bengal Herald, the trio of Rammohan, Dwarakanath and Prasannakumar had actively cooperated with him. But Martin had to leave the paper after a while as he was in loggerheads with the Government. Nilratna Halder, a Bengali then took over its rein.

It is not difficult to access the growing interest of Bengali intellectuals and opinion leaders of the society in the press. Proximity to Englishmen and to western cultural ideologies has resulted in different opposing streams of thought flowing into the Bengali psyche Raja Rammohan Roy, Henry Louis Derozio and Radhakant Deb led the masses in bringing about reforms in religion, education and society. It is difficult to air ones views without the medium of the press. In the backdrop of a changing political and social scenario a newspaper as a mouthpiece proved to be a very useful vehicle of expression. To be precise it was almost impossible to think of any effective social movement, bringing about lasting change without the aid of the newspaper. Some Indians opted for English as a medium of writing in their newspapers in order to attract the attention of the government. The Indian publishers, did so, not to further their business interests to use it as a medium to express their thoughts and opinions. The newspaper was also used to counter allegations levelled by opponents. The news of the fued between Prince Dwarakanath Tagore and the salt merchants were not published in any of the contemporary newspaper because he was the proprietor of 'Englishman' and Herald and had acquired the rights of India Gazette. Thus it was deemed fit to remain silent over the matter. From April 1823 to 1835 the eight postulates of Adam remained in force. During Bentinck's reign between 1828 to 1835, the government did not interfere in the affairs of the press for he was absolutely liberal regarding matters related to newspapers. Taking advantage of Bentick's liberal attitude Metcalfe granted complete freedom to the Indian Press on 15th September 1835. The entire country celebrated the event. A meeting was held at the Town Hall in Calcutta and a resolution was passed to express gratitude to Charles Metcalfe for his benevolence. To commemorate the event it was proposed that a library be built in Metcalfe's name and fireworks were displayed in the night sky of Calcutta. Metcalfe was a liberator in the eyes of the journalist.

It was long after in 1857, during the Sepoy Mutiny that the Government hardened its attitude towards the press. Lord Canning, put behind bars many leaders of the vernacular press between the period 1857-58. The harrassment meted out to Rasaraj is well known. Khetramohan was fined Rs 500 and was imprisoned for three months and Dharmadas was imprisoned for a month. Under the new law there was a provision of a maximum of five thousand rupees and a two year jail term for a mutineer. The Hindu Intellegenser of Kashiprasad Ghosh and the rural newspaper 'Rangpur Barta' stopped publication during this period. Sambad Prabhakar commented that its subscribers were aware of the reasons why it exercised maximum caution in its columns-obviously it did not want to entice the Government and incur its wrath in this critical period.

The enactment of the Vernacular Press Act is regarded as one of the most important events since the beginning of the use of the printing press in India 100 years ago. Hallhead's treatise on Grammar was published in 1778 and the Vernacular Press Act came into force in 1878. It seemed that the press complete a full circle in a century. Before going into details about the vernacular press act it would not be irrelevant to mention a few events which is also related to the Press. The Press and Registration of books Act came into force in 1867. It was aimed at keeping a close look on published items. A file of translated versions of substances of prominent news items from vernacular dailies were maintained at the vernacular office. A compeled version of these news items was published in a book form at the year end. In 1870 a provision was made into the penal code to punish authors of articles which incite mutiny and indulge in anti-government propaganda. A few years earlier in 1856 in order to stop the publication of obscene books and periodicals, an act was passed. An act of similar kind

was passed in Great Britain an year later. It is said that this was the first attempt by law to decontrol licentiousness in the name of art and literature and there had been a long standing demand from certain quarters for an act of this nature. Later this act became an integral part of the penal code. In 1876, an Act was passed to ensure government control over dramatic presentations, when Jagadananda Mukhopadhyaya enacted satirical play to mock the state visit of the Prince of Wales to India which was entitled 'Jagadananda and the Prince' (Jagadananda O Yuvaraj). But when we see a large number of banned dramas it is understandable that the satirical nature of these plays were merely a camouflage and they had a wider spectrum of hidden nationalist overtones. The authors and publishers of such 'insulting, malicious, vile, mutinous and antipeople' plays were brought to book by the government empowered by this new act.

It was after this that the colonial rulers produced the most dreadful weapon in their armoury, the draconian Vernacular Press act to gaggle the voice of the native press. It was not long before that Richard Temple had written that the Bengalis were the most devoted among subjects. Governor General Lord Northbrook was also not in favour of repression. But the Lieutenant Governor was determined to bring the Vernacular Press to book. The first casualty in this attempt was the Habishahar Patrika. The editor had severely criticized the education policy of the Government. Since he was only twenty years old he could not be punished under the penal code. The Lt. Governor then turned his attention to the Amritabazar Patrika. The Patrika had reprimanded the Government for its unteneble attitude towards the King (Gaikwad) of Baroda. In the superscription of Amritabazar which was published in both English and Bengali, the following words in Bengali were written 'Paradhin Kalkute Mori Hai. 2 Korecho is Anyasute, Chena rahi jai'. These words reflected the Patrika's aversion for British rule. It was only venom for the Government in the ABP columns. Other than the Baroda issue the Amritabazaar's opinion on Income Tax (1872-73), Regulation of Commercial Taxes of 1875 and the Russian Turkey war also incited the government. Many vernacular newspapers opined that the Russians would be successful in giving, a blow to the English in this battle which infuriated the colonial rulers. Governor General Lord Lytton who succeeded Lord Northbrook decided 'to behead the hydra at a sudden stroke instead of hacking at each of its head in successiohn'. Lytton was aware that this would raise much hue and cry among the natives but it would end once and for all the impertinence of the Vernacular Press. Lytton had commented that most of the editor and publishers of vernacular newspapers constituted disappointed ex-government workers, broken-hearted lawyers, clerks and people who failed to secure government jobs- men whom Lord Curzon referred to as the 'Babu Quil Drivers'. They were blamed for framing false charges against Europeans, inciting the natives to revolt for freedom, spreading communal hatred and blackmailing the rich and powerful natives who were close to the natives. The English newspapers did not pose a problem because their subscribers were very few in number. But the vernacular press had a large following and a great impact. Moreover most of the subscribers of vernacular newspapers were not much educated, thus they did not possess the capacity of analysis and judgement. Therefore the government thought that they should be immediately brought under control.

The Government ensured strict enforcement of the Vernacular Press Act. The government could now ask for security from any newspaper. Newspapers could even be asked to show proof in advance. Newspapers could even be asked to show proofs in advance. District Magistrates and the Commissioners of Police were entrusted with the responsibility to keep vigilance on the press. The then Governor of Bengal province Ashley Eden began his operation to curb the press without wasting time. Several newspapers which included 'Samachar', 'Sadharani', 'Sulabh Samachar', 'Bharat M ihir', 'Dhaka Prakash' were asked to deposit security bonds. Although others had to pay Rs 500, 'Sulabh Samachar' was fined double the amount. The publication of 'Somprakash, Bharat Mihir stopped within a month. The other papers were also struggling for survival. Mr. Somprakash was hailed as a martyr, within a week of the enforcement of the Vernacular Press Act. Amritabazaar Patrika, which was a bilingual daily, turned into an English daily. The publisher and editor were jeered and criticized for this act as it was a total submission to British oppression and tyranny.

Lytton had predicted a public outcry of little impact that would arise after the introduction of Vernacular Press Act. But he was proved wrong. The government had to call the army to stop disturbances in Surat. 4000 people gathered in Calcutta under the banner of the Indian Association to protest against the draconian code. Surendranath bannerjee presided over the meeting. Bipin Chandra Pal, Anandamohan Basu and Reverend Krishnamohan Bannerjee in fiery speeches denounced the act. In Dhaka the effigy of Jatindramohan was burnt. For he was the only Indian member of the Governor General's council. Yet he did not utter a single murmur of protest against this act which was meant to suppress the legitimate right of the Indian people. This rightly enraged the people of Dhaka.

All these dramatic events occurred within 100 years of the publication of Hallhead's treatise on Grammar. Oppression in the name of governance which led to mass uprising as the common people became more and more aware of their right. And it was the press, the newspaper which showed them the light of knowledge.

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Objectivity of journalistic history

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APPARENTLY for students of journalism, study of its history may seem irrelevant. Interpreting history, especially from the ideological point of view may be regarded, for a journalist, a sheer waste of time. Why go into ideology, when we have come to learn, how to state facts, and only facts? How can it synthesize with the journalistic spirit of objectivity? Why go into academics when the scopes will be sufficient to keep on a job! Why try and prise out historical and social consciousness, which is not always visible from sources, which tend to conceal it like a vein embedded in rock which seems more apposite. Actually within the vein lies information purporting to relate to events of the past, and enveloping this vein is the commentary which arises concerns of the present. Hence even if we disregard the mere facts of history- interpretation is something we should never never ignore. Each version of the past which has been deliberately transmitted has a significance for the present and this accounts for its legitimacy and continuity.

Hence it is interpreting history which is of prime importance and this unfortunately is the most glaring deficiency as far as most of the books of history of journalism are concerned. Infact if we take into account the lofty principles which are inherent in journalism, this embedded interpretation of history must be prised out and given an externalized impression. Only then today's journalism can serve its historical purpose and fulfil its historical role. The essay will henceforth deal with not only the importance of history of journalism but the absolute necessity of interpreting it. Infact today there is in all spheres a trend of ideological and social interpretations surpassing the study of historical facts.

Actually why this debate in the first place? Journalism itself is an integral part of a basic state of society. Laissez-faire, free circulation of information, political democracy are inherent in the basis concept of bourgeois society. So can we study journalism in isolation without all the aspects of capitalism? The idea of freedom of free circulation of information and freedom of speech are parts of the same ideology as that of liberal humanism. As Arnold Hanser in his 'Social History of Journalism' (Vol-II) points out, the essence of the Industrial Revolution consists in the triumph of this principle over the medieval and merchantilist regulations. Modern economy which centres laissez-faire and the idea of individual freedom first succeeds in establishing itself as the ideology of this economic liberalism. There connections do not of course prevent both the idea of labour and the idea of freedom from developing into independent ethical forces and from being interpreted in a really realistic sense.

Hence history of journalism, placed in its true perspective, must be studied in the context of bourgeois capitalism. The liberal idealism however proved to be shortlived and after the widescale worker's revolt in 1848- the flags of bourgeois liberty, equality and fraternity, now lay fragmented and in shreds. The capitalists whose principle weapon against the feudal stocracy was freedom of speech now systematically and calculatedly destroy these very ideals to consolidate their own power. The once revolutionary bourgeois is now practically the most despotic and oppressive force. In the colonies, the capitalism and oppression is naked and without even has a facade of liberalism. Here they are at their worst and therefore in Indian context concept of freedom of speech, freedom of free circulation of information and journalism are distorted and colonial contradictions are inherent. The historiographical pattern of the Indian past, which took shape during the colonial period, therefore deliberately ignored the interpretation. Inspired by 'European writing they are cases in point of the imperialist's point of view and sadly enough the books of history of Journalism follow the above pattern which emerges in history of other colonial societies.

Naturally, descriptions of Hickey as the papa of Bengali press or describing the contents of Buckingham's Calcutta cannot serve its true historical purpose. The period of Hickey-Buckingham-Young Bengals and Rammohan are still treated as the 'Renaissance,' at least of the press. Recent trends of discarding the concept of the Bengal Renaissance does seem to have penetrated the books on the history of the press. Mohit Moitra has attempted to a certain extent but here his historical romanticism deprives us of a scientific analysis. To be fair to Mohit Moitra and Smarajit Chakravarty, they have fulfilled the task of initial descriptive research which can be used as the groundwork for future analysis. What is lacking is in-depth analysis in the genre of Sumeet Sarkar or Rajat Ray as far as a study of history of Journalism is concerned. Even Mohit Moitra and Smarajit Chakravarty's work ends with 1857. The most important period of journalism from a journalist point of view is of course post 1857 and practically stems from 1905. If we discard the concept of the Bengal Renaissance and view Rammohan Roy's or the Young Bengals' acceptance of the colonial set up, eagerly seeking links with British free traders, the very force that was ruining Bengal's production economy. We cannot attribute to them the birth of

true nationalist press. Rammohan and Young Bengal's stand and ideology basically reflected the cross currents of English parliamentary politics, a struggle between the Tories and the whigs, monopolists and free traders, merchantilism and laissez-faire. Hence their alienation and a negative stand during 1857. Infact even the period between 1857-1878, leaving aside the Indigo revolt and the genius of Dinabandhu Mitra & Michael M.S. Dutt, there was no national awakening, but a general awareness & concern over government policies. The blind admiration of the British rulers had lost its vogue. Michael M.S. Dutt's Nabakumar and Dinabandhu Mitra's cynic 'Neemchand' personify the cynicism and self-analysis of the two geniuses of the age- but till 1878 journalism at least lay restricted in the hands of mediocre literary persons whose contribution in the long term can be described as what Uma Dasgupta in her book says mobilizing public opinion and the birth of an Indian Public.

Interpreting 1905 and comparison with Gandhian period in context of Journalism.

Analysis of history shows 1905 as the time of the emergence of the actual nationalist press. Both the moderate as well as the extremist press alike, now took up the cudgel against colonial rule. Even the most moderate press of the time seemed to be aware of what was to be termed 'drain of wealth' and for the first time the colonial set up itself was being challenged. What was significant in 1905 was the emergence of the true nationalist press. Even though Sumit Sarkar describes it as rather shortlived, he goes on to describe it as 'the impressive broadening of the national movement, which was the major achievement of the Swadeshi era in Bengal. 1905 was not the logical step from 1878 but a great leap forward in the right direction. The partition plan had hurt the Bengali sentiment which proved to be the rallying point for the press. The Press now passed from the hands of 'respectable' part time journalists to the radical dedicated journalists- who could sacrifice their lives for the cause of a free press and freedom of their motherland. Coldly rational anguishments gave place to an appeal to the emotion and imagination through songs, plays and jattras, patriotic festivals and the rakhi bandhan rite found extensive coverage in the press. The press and the platform were used more intensively than ever before to preach the new creed of radical nationalism rather than to petition the authorities. There was a corresponding emphasis on the vernacular press and the vernacular papers which were gaining readership in the mofussils now could survive as viable ventures.

This was the period when the two English language papers which had dominated journalism-the Bengalee and Amrit Bazar Patrika-were now being replaced by Jugantar and the Sandhya. Although both the Jugantar and Sandhya were far shortlived papers, their importance far surpassed the English papers. The Jugantar and Sandhya were the epitome of the new nationalist spirit, the spirit of Jugantar. There are lessons to be learnt from the editorials of such papers; how the press can cause a revolution is a case in point. Their inspiration stretched to sacrificing one's life for the cause of their motherland. Bramabandhav Upadhyay (the editor of Sandhya)'s statement from the docks, "I accept the entire responsibility of the publication management and conduct of the newspaper Sandhya... but I do not believe that in carrying out my humble share of the God appointed mission of Swaraj, I am in any way accountable to the alien people, who happen to rule over us and whose interest is and must necessarily be in the way of our true national development"- because numerous other examples can be cited from Sandhya and Jugantar's articles and contents. It is the best recorded history of the militant nationalist trend. In "Break the Golden chain (Sonar Shikol Kato)" they depict this very ideology which lay behind the Jugantar movement and is very vehement in the belief that the strength of ideology was the foundation of the armed struggle which was beginning to build up and not individual romanticism, as our historians have tried to say, echoing the British interpretation of history. If Jugantar and Sandhya indulged in rhetorics and romanticism- it is almost in the same genre as Edmund Burke. "Who is the editor of Jugantar? Jugantar is only the collection of nationalistic sentiments... Behold the intoxicated youths, who are running towards the unknown, enchanted by 'Vandemataram', they who are eager to attain immortality by laying down their lives beneath the altar of 'Nri-munda-malini'- they will usher in the Jugantar (the new era), and they are the editors of Jugantar."

Sandhya's editorial was even more militant. The articles.

"*Amader poabaro firingir tero*" (7. VIII 1907) or "*Aaj Kalighate Jora patha, ekta Kalo ekta sada*" (9. VIII 1907) or "*Firid param dayalu, firingir kripay dari gajay, sitkale khai sarkhalu*" (21. VIII 1907), scared the Imperialist Government. Ruthless persecution followed. Why only Sandhya and Jugantar? There were numerous other papers (Bande Mataram, Indian Nation, Indian Mirror, New India, Hitavadi, Basumati, Bangabasi, Sanjibani) which kept up the spirit.

This essay is not to describe these papers in detail and the ideological spirit behind it; but basically to analyze its importance and interpret it in its true perspective. From the historical and dialectical point of view, this was a press at its most progressive form. It was the only positive force of its time. It is a lesson of how journalism can practically create a revolution; how it can arouse a vast heterogeneous mass of people & convert it into a homogenous unit fighting against Imperialism. A basic study of both Jugantar and Sandhya are absolutely essential- not because of its literary context. Literature of this period it would be better to study Tagore's various essays and writings, but it is the content and the medium used to impart the content which to us is more important than Tagore's great ideological and philosophical depiction at the time. Criticism of Sandhya as using crudity is irrelevant when we interpret it as a revolutionary spokesman of the common people.

According to a section of academicians today, nationalist interpretation is not in vogue and reeks of too much emotionalism and sentimentalism. They argue that this militant nationalism in its true perspective was a typical alien middle class individualistic outbreaks which could not create any positive impact but on the contrary led to ultimate disastrous results. Of course the Hindu overtones of militant nationalism did create a rift between the Hindu & Muslim middle class but a true interpretation will show that communalism stemmed more from class differences where the Muslim

dominated peasantry channelized their suspicions & antagonism not towards the British rulers but against Hindu landlords; the Muslim middle-class looking for openings in the civil service deliberately tried to sway the people into thinking on communal lines. The militant nationalism was also full of contradictions and Tagore's subsequent disillusionment as depicted in *Ghare Baire* or *Gora* or *Teen Adhyay* moved him towards internationalism. Aurobindo Ghosh himself renounced all worldly aspirations; but such contradictions and paradoxes have to be inherent in a colonial set up and in a heterogeneous country like India it was in a way inevitable. Such contradictions must be analyzed if we have to foil recent attempts to project a composite Hinduism into Swadeshi but we cannot underplay the national awakening of 1905.

This historical trend of dampening the impact of 1905 and instead emphasizing the importance of 1905 as the birth of the Indian National Congress is the typical history which has hitherto been imposed on us. It is the trend which tries to force us to believe that it was Ahimsa and Gandhi, who gave us independence and the others, Rani of Jhansi, Bhagat Singh, Surya Sen, Khudiram, naval revolutionaries of 1947, Udham Singh bled in vain. Analysis could hamper this dreamvision of Ahimsa. Gandhi's contradictions are forbidden topics. But when we study history of the Press and if the Press is a primary source material for historical research, how can we glorify Gandhi and the mainstream Congress policy at the expense of 1905? Gandhian journalism is a classic reflection of his contradictions. In the "Young India" issue of 2, VII, 1925, he wrote: "I have taken up journalism not for its sake but merely as an aid to what I have conceived to be my mission in life. My mission is to teach by example and present under severe restraint the use of the matchless weapon of Satyagraha, which is a direct corollary of non-violence." What a contrast to the spirit of nationalism of 1905! "To be true to my faiths. I may not write in anger or malice. I may not write merely to excite passion. The reader can have no idea of the restraint I have to exercise in the choice of topics and vocabulary. It is a training for me. It enables me to peep into myself and make discoveries of my weakness." The British rejoiced at his restraint and after the constant cases against the Bengali press and fighting C.R. Das in Court, they must have leaved a sigh of relief. Of course it is easier to say that Gandhi did not believe on the middle class and Gandhi's strength lay in his mass contact and direct man to man communication. This communication techniques have been described very aptly in the semi-factitious "Freedom at Midnight." But despite Gandhi's rapport and instant charisma we notice a significant coincidence of subjective attitudes and inhibitions with bourgeois interests. (Bourgeois pressures for compromise is a consistent phenomenon and given the nature of Gandhian leadership not mere bourgeois too in any simplistic or mechanical sense still manifest a certain coincidences of aims with Indian business interests at specific points.) Although Gandhi once stated: "One of the objects of a newspapers is to understand the popular feeling and give expression to it; another is to arouse among the people certain desirable sentiments and the third is fearlessly to expose; popular defects"—he merely used his journalistic abilities at times of compromise to curb popular feelings. In his typical autocratic way he would utilise his papers for his own popular activities. To him, newspaper was another means to manipulate public opinion. In this connection, it is important to note that despite Gandhi being the only leader to have mass contact, the Congress continued to be a party dominated by the middle class, comprising educated youths, lawyers, teachers, journalists, doctors, zamindars, big landlords as well as the clerical staff of government offices. Though fairly heterogeneous in many ways they belonged to the "bhadroluk stratum"—the Press was his medium of communication with them. To justify his compromises such as Gandhi-Irwin pact, he indulged in excessive moral abstractions in his newspapers. The classic exposure of Gandhian contradiction was the second paper brought out by Gandhi- 'Harijan', which was published in English, a language from which the Harijans were for removed.

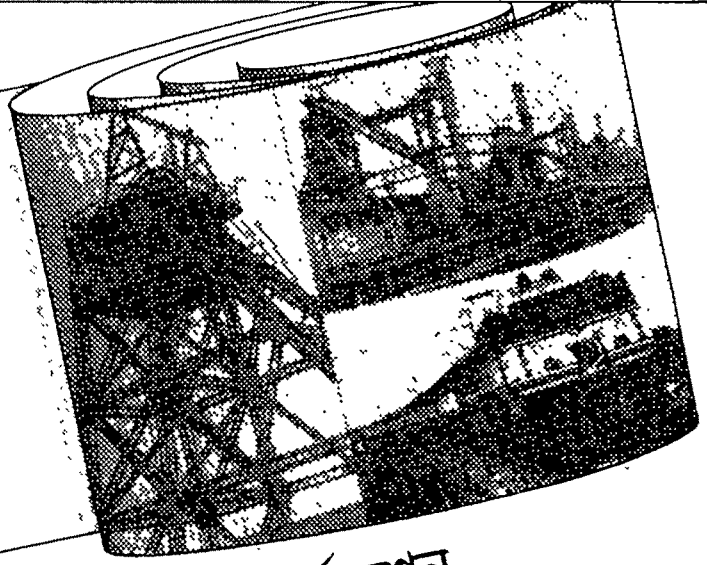
Hence contradictions are bound to be present and the press is the best expression of these contradictions. History without these contradictions has no value or meaning. But this does not deprive them of their importance and in the final analysis 1905 and the press in 1905, is practically the most glorious example of nationalism especially if we compare it with the apology of the press under Gandhian leadership. History of the Press studied in this context can be of social relevance and important for journalists of our times.

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স্বাধীনতার
মূহুর্ত থেকেই
নবজীবনের
সন্ধানী—



দামোদর ভ্যালী কর্পোরেশন

বিকাশের স্বপ্ন নিয়ে নানান ভূমিকায় পরিচিত
একটি নাম— ডিভিসি। মানুষের জন্যে মানুষের
তৈরী একটি সংস্থার নাম— ডিভিসি।

তার ত্রিমুখী শক্তির উৎস

- তাপ বিদ্যুৎ প্রকল্প— বোকারো, চন্দ্রপুরা,
দুর্গাপুর।
- জল বিদ্যুৎ প্রকল্প— তিলাইয়া, মাইথন,
পাঞ্চগং।
- গ্যাস টারবাইন— মাইথন।

ডিভিসির যোগান দেওয়া বিদ্যুতে এই
অঞ্চলে রেলের চাকা ঘোরে, কয়লা ওঠে
পূর্বাঞ্চলের সমস্ত খনি থেকে, ইস্পাত তৈরী
হয় দেশের পাঁচটি প্রধান ইস্পাত কারখানায়।
পশ্চিমবঙ্গ ও বিহার বিদ্যুৎ পর্বতের মাধ্যমে
গ্রামেগঞ্জে, শহরে, মফস্বলেও আলো জ্বালে
ডিভিসি। সিমেন্ট, তামা কাগজ, আরও নানান
শিল্প ও বিদ্যুতের জন্যে তাকিয়ে থাকে ডিভিসির
দিকে। পশ্চিমবঙ্গ, বিহার, উড়িষ্যা, এন.টি.পি.সি.

এবং এন.এইচ.পি.সি.-র সঙ্গে নিজে থেকে যুক্ত
করে ডিভিসি'র বিদ্যুৎ প্রবাহ বয়ে চলে ৫০০০
সার্কিট কিলোমিটার জুড়ে।

চারটি বাঁধ এবং একটি ব্যারেজের সহায়তায়
গ্রামীণ মানুষের মুখে হাসি ফোটে। বন্যা আর
খরার দাপট আজ অনেকটাই নিয়ন্ত্রণে ডিভিসি'র
কল্যাণে।

ক্ষয়িষ্ণু মাটিকে সঞ্জীবিত করতেও ডিভিসি
নিয়েছে এক অগ্রণী ভূমিকা। গড়ে উঠেছে
বনাঞ্চল ও নানান প্রয়োজনীয় প্রকল্প।

নিজস্ব প্রকল্পগুলির কাছাকাছি বহু অনুন্নত গ্রামে
মানুষের স্বনির্ভরতা বাড়াতেও ডিভিসি তৎপর।
কারণ, ডিভিসির লক্ষ্য— সার্বিক বিকাশ।



দামোদর ভ্যালী
কর্পোরেশন

NEWS : 1976

A short story by Sirsendu Mukhopaddhyay.

BISWA had planned to go to Kulu Manali that year. He had a fat salaried job at Durgapur and could well afford to spend all that he earned on his ownself. He used to wear polished dresses, always new

I met him in Kalyan's office as I often did. He, as he had always done, was leaning against a table, busy drawing the cover page of perhaps the first volume of poems of a brand new poet. As he was leaning forward, the crown of his head could be seen through his thin hair. He was an expert in creating the cover page of a book of poems.

I intruded into his attention and asked- "Hey! How are you?"

He had a row of shining teeth, and a husky low pitched voice

He smiled and answered, "Off to Kulu Manali."

Alone? I asked.

"Ya; you know it's always better to go alone than taking someone with you. With a company you cannot move freely "

A cloud of anxiety shadowed over my mind.

The idea of an outing always injected a sense of uneasy fear into my soul. And going to a far off place all by myself- Not me.

"You will be all alone; what if misfortune overtakes you!" I asked.

What misfortune? I don't think of such stuff. Travelling alone is all pleasure to me

But, you know, it's really far off! was my hesitant comment.

The farther, the better. I have bought a new camera, you know, Asahi Pentax

I knew about the camera; so I asked its price.

They asked for two thousand. But I think I will give nothing more than eighteen hundred. Just see what snaps I'll take. I'm taking four colour rolls. By the way, I will sell my Mamia camera off.

You were interested; weren't you?

I had a German camera long time back. But during my sojourn in a lodging house at the Purna Das road an efficacious friend of mine had releaved me of its burden. Since then I always have felt the need of the missing camera.

The Mamia is really good. I even had all the intentions in the world to buy it. But where do I get the money from? I replied frankly.

Come on, you can keep it. Pay me afterwards.

Let me think it over. Biswa has asked for eight hundred. To wash my hands off that amount all at once! It requires a second thought, and that too because a camera means more expenditure.

Come back from Kulu Manali; we will see it over.

I thought aloud.

Biswa painted the background of the cover charcoal black, and what initially looked like a ghostly sketch indeed took a dreamy shape! True, the artists can even paint magic with brush.

There are many who want to buy the camera. I am just holding it for you. You know, Mr Bhattacharya of the next office has offered me one thousand. Biswa spoke as his brush moved on, adding colour here and there.

I was tempted. Shall I take it? But it was my nature to think and re-think before taking any decision, whatsoever. And that is why I am a bit slow, incompetent and even a failure perhaps. Indecision is man's greatest enemy.

I thought for some time and replied- No, I cannot tell you right now, you better give it to Bhattacharya.

Shall I?

Ya.

Biswa completed the cover in another ten minutes time. He has indeed drawn a unique cover. And that too when he was only half-attentive; talking throughout.

He turned the cover towards me for my opinion.

Tremendous! I said.

And yet the commercial concerns won't take me! See.

I'll try. I said. I have an acquaintance there.

You will really try. Won't you?

When are you getting married? I asked.

Biswa smiled; a shy smile. Yeh! in short time.

You have chosen your girl. How does she look?

So so.

Have you not seen her?

Yeh, sure, I have.

His face told me that he liked the girl.

Since that last meeting with Biswa I often felt that he had not taken the correct decision. He ought not to have gone to Kulu Manali alone. What if he falls ill there? Who will look after him? What if he is overtaken by an accident?

I also remembered the camera. I should have taken it. But now nothing could be done. Biswa, before his departure had given the camera to Mr Bhattacharya.

A month had passed since. One afternoon as I strolled into the Duke restaurant in search of my old buddies, I met Madhu. Do you know Biswa has died? he asked.

At Kulu manali? Was my instant query.

No, No. From there he had returned only a few days ago. He took many snaps. I have seen them.

Then?

He died at Howrah. In a road accident.

This cannot be true. You must have given me a wrong information. - I really was agitated then.

Ask Kalyan, if you don't believe. We hadn't been to the hospital but he had. Ask him. That evening Kalyan came and said, "I have seen the end of Biswa"

"What did you see. What happened exactly?"

"Nothing. He looked normal, as if asleep. Neither did he have a broken limb nor a smashed bone nor any cut mark! Only a streak of blood rolled down his nose. No one bloody was in a position to tell anything".

"Then how did it happen?"

Perhaps he was hanging from the door of a bus of route number 16. His head banged against a lamp-post or something of the sort. The streets of Howrah, you know, are really narrow. He lay on the street all the while! By the time people finally took him to the hospital everything was finished. Internal haemorrhage.

Internal hemorrhage!

A mute gasps inside my soul. he wants to tell something. I can hear him but I cannot follow. He perhaps talks of the camera sometimes, or the distance of Kulu Manali. Or is he asking not to go to a far-off place alone?

● ● ●

Keto's shoes were stolen in a function at Midnapore. He, barefooted, searched for his shoes at every nook and corner, but in vain and was infuriated. "No gentleman lives in here-- each and every one is a thief", he started shouting in impotent anger.

After he cooled down Kalyan and I started pulling his leg. keto, said Kalyan, your father-in-law must have deputed someone to steal the pair of shoes that he had given to you. He will present the same pair to you in the coming "Jamaisasthi"(bridal day). You know how costly shoes have become now-a-days.

Keto always laughed whenever we teased him. His inner self was exposed through it.

Keto used to come to me since his childhood. He was a friend of my younger brother. He used to bring with him bagful of poems and stories, that he had written, for my opinion, and perfunctorily I used to return them and say - You've got to write a lot more. Got to develop a lot.

He was a brilliant student. He got a scholarship in the Higher Secondary. Became a doctor. When he was a student of the Medical College, many of us on account of his acquaintance availed of the facilities of medical advice and treatment, there. Whenever anyone had an ailment we remembered Keto. God knows how many unwilling patients have I not referred to him. And he was never tired of this. Took all pains to get the job done.

While a medical student once he took sleeping pills - perhaps a result of an unrequited love. But he survived that time only to fall in hepatitis. He got the disease from another patient.

Several times his marriage was settled. But unfortunately none did materialise. During the naxalite movement Keto was beaten up by some boarders of his hostel. Even today I cannot realise why someone would like to beat up an innocent guy like him. He always used to smile when scolded! Never was he able to remain serious for ten minutes at a stretch!

He married after getting his MBBS degree. Initially he was bright and bubbling with energy but in the later stage he started becoming a bit too unmindful. When are you going abroad Keto? We used to ask.

Soon. I have applied for the passport.

He had a knack for gynaecology. He was indeed a good doctor. He was even offered an extension after his service contract in the Calcutta hospital was over. He had offers from various other hospitals as well.

So, you will be going abroad for sure, Keto?

We used to ask.

What else shall I do? I have done my M.D but I am not satisfied. Let me complete MRCP and FRCS.

What will be your fees then Keto?

His laugh gurgled out and the heart was projected.

How shall I pay your fees then Keto?

What fees you will pay I know! He used to say.

He never did smoke in my presence. I once forced him to do so. Seeing him putting on excess weight once I complained. What will you do with this flabby froggy, unfit, body of yours!

No you see dáda, its better for the doctors to be a bit flabby. It works.
You fool! What will you send me from England Keto?
I have already decided. You love pens; don't you? I'll send you a real good pen.
His passport was ready. Got his visa. Tickets were booked.
He was supposed to go on the 29th of a month. On the 19th of the same month he took some apparent safe pills in one of his relative's house at Jamshedpur. Perhaps he had a headache.

Even Bruce Lee, the champion Karateka did the same thing, and blood from within started pouring out through his mouth, nose and ears. Blood gushed out like water from an open tap. There was none to close it.
That night at Jamshedpur Keto's blood-tap opened. And the precious red that makes life lick started gushing out
He had seen numerous haemorrhages, and had cured many. He got sick of seeing his own blood. Shook his head and said, useless - I will survive nomore.

Many doctors had assembled that night to save one doctor. Many would have been relieved if only he had lived.
Perhaps he had an appointment. Even without a visa he went off to a mysterious land a bit away from England. To a land from where one cannot send pens.
Do I sometimes think of that pen! Whenever I look at the pen in my hand Keto's memory wakes up.

● ● ●

There comes a time, barren and infertile, in a man's life. It is an unproductive period. Nothing happens then. Nothing takes place and nothing can be found then. Life stands still like a closed door. Rack your brains, but you will never find an answer.

During such an infertile period of my life Sankar carried me through - as if I was a dead man and he a corpse. bearer. He carried me long and not towards the burning ghat but towards life. He was a wonder worker. He, with his little knowledge of medical science, had the uncanny ability to brush melancholy out of other's mind like a scrap paper.

But his own melancholy was incurable; and when it took him in its spell I had drifted away from him in the stream of life

Do you know Sankar had a heart-attack? Someone told me once. It was really a bolt from the blue.

I started thinking about Sankar but all my thought centred around my sole-self. Shall I also one day suffer from heart-attack? Or some Haemorrhage? Or perhaps fall in an accident? When he returned from hospital I went over to his place to see him.

How are you Sankar?

He welcomed me heartily and summoned for his mother - Look Ma who has come? She came with a face beaming with an affectionate, motherly, smile;- Just see what a mess Sankar has created.

Sankar knew and understood a lot. Many subjects were favourite to him. But writing was his most favourite thing. Are you writing any good poem now? I asked.

Come on! Let's not speak of writing now. What's the news of our old friends? I could speak my heart out to him. His faithfulness is peerless.

In the year 1961 we all went to Jamshedpur. Sankar didn't. He has hardly ever stepped out of Calcutta. He was even nervous if he had to go to Naihati. But Calcutta was the place where he moved freely and which he explored like anything.

Don't take to drinking ever again. I suggested.

Leave it, he said.

When are you getting married?

Leave it?

Why don't you come to the Sutripti's "adda" again? Without you its missing colour.

Leave it!

God knows what was there after "leaving" everything! Gradually, just like his childhood days he was tying himself to the strips of his mother's apron. The way he called out 'Ma' made us remember a toddler lost in the path of life. When he called his sister "Khuku"(which actually means a small girl) it appeared as if his sister was really a lapped kid who would fall somewhere and cry in pain.

And then there was a bolt from the blue for the second time. Sankar has again been admitted to the hospital.

We waited for the news of his recovery.

At last the news came. Sankar has returned home. I went.

He welcomed me the same way.

What are you up to? What's all these?

Leave it.

Never did he speak of his own illness. He didn't like to speak about it. He detested certain things in life. He hated cheap cigarettes, hankies, trips and even talking about his own illness.

One day he came to invite me to his younger brother's marriage. Khuku accompanied him.

The younger brother is marrying! Why is the elder left out? I said.

Oh! come on, why don't you leave that matter alone?
No leaving it this time- my wife answered.
Why don't you just marry?
Time has left me behind, he said.

It was a gorgeous marriage party. Looked more like a literary extravaganza, in which at least a hundred poets and writers participated. Sankar, dressed as the "barkartaa" (the guardian of the bridegroom), was moving about, ushering in the invitees from the entrance, with a warm and hearty welcome. Shouting- Look, who has come.

After that, it was another day that I talked with him for a long time in the solitary seclusion of his room on the second floor.

He assured me - done it must be.

One evening I, along with my daughter, went to see a doctor at the Rashbehari Avenue. Why not visit Sankar? I thought. Masima (Sankar's mother) was overjoyed. She welcomed me and told that Sankar had gone to Guwahati in connection with his office work.

"Guwahati"! I was surprised. Sankar detested going anywhere!

Look son, said his mother, I had to let him go. After all it was his office-job and he too wanted to go.

How did he go there?

By aeroplane.

Aeroplane!

My heart swayed. Plane? He was a heart patient?

Masima could read my face- He didn't pay any heed to my words, she said. Tell me what else can I do?

Why don't you marry him off Masima? After all he is ageing.

You people have failed to convince him! Whatever the fact son, this time I have selected a bride myself. The girl once had polio. She is lame in one leg; but she is a real good girl. Pray, that I can marry him off this time.

That day I came back really happy.

But I always remembered an aeroplane.- always.

Are aeroplanes good for heart patients?

How suitable it is for a heart patient to travel in a plane?

Sankar is now working in his Guwahati office, has permanently settled there. He doesn't even write to us. He has left our company. He does not even come here. He doesn't want to see us either.

Sometimes I become afraid. What if again such a dead and barren time comes in my life? Who will then be that broad shouldered man to come and take charge of me? Who will say in a grave voice, as if from a cannon- Be not frightened. Done it must be.

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Periphery of the ultimate

A Novel by Ramapada Chaudhuri

Cottages these are. It was Hembabu who said that these were quite unusual for a hospital. Tiny cottages were woven around the brick-red hospital building. Single-storeyed with two rooms, a kitchenette and a bathroom. Each cottage sported a small garden, fenced by barbed wire and henna shrubs. Flowering plants were in full bloom, belee, jasmine and sunflower. There was even a lillyplant, potted in a painted tub.

Well placed people were 'entitled to accommodation in these cottages, in case of serious illness in the family. Hembabu needed it, and got it.

Only then did it occur to me that Sudhanya was seriously ill when I heard that Hembabu was lodging in the cottage with his daughter.

Yeah, this is the one. Entering through the main gate, the very first one on the left. Those buildings beside the gate weren't there then. It was a vacant space, and there was a trim garden. The cottage gardens were also well maintained by the gardeners. But the Chief Matron kept overall vigil. The lady was genuinely English, but she managed to express herself fairly well in broken Hindi and Bengali. Hot tempered, she was always seen patrolling the entire hospital. Her eyes went everywhere. Even the doctors were afraid of her. Also high ranking officials, when they came here as patients.

Every inch of the hospital building was spic and span. Each staff and patient was extremely perturbed whenever Mrs. Morgan's high heel white shoes sounded in the stretching corridors.

The hospital was her life. But there were other reasons behind the awe she extracted from everyone. Her husband was Mr Morgan, the omniscient CME of this township. She used to work as a nurse even in her youth, while in England.

People used to sneer at her, a strange race, they said, lacking sense of honour. Such a big officer, "puccka" English, and his wife- a nurse!

Actually there was an undercurrent of anti-British feeling, but chances of its surfacing were very less in this town. If an Anglo-Indian girl toppled and fell from her bicycle, some people would clap and laugh at her- standing at a safe distance, obviously. Getting furious, the girl shouted 'bastard'. Some pretended not to understand, while some swallowed it nonchalantly.

Despising Mrs. Morgan, the Chief Matron was an instance of the social stigma then associated with the nursing profession. The nurses were mostly Anglo-Indians, a few were Keralite Christians. None could differentiate between a Keralite and a Kannad, all South Indians were dubbed 'Madras', conveniently.

The general public dreaded the hospital and preferred to stay away from it.

And that was the reason behind the provision for these cottages. One or two members of the family were allowed to lodge with the patient, they cooked for themselves. The patient was kept in a separate room, his bedsheets and pillow covers were changed daily by the hospital staff. Doctors and nurses visited him on regular rounds. The patient's diet was supplied by the hospital. And then there was Mrs. Morgan's harsh warning whenever the patient was given anything in excess of his diet 'I will throw you out of the cottage.' The warning was enough, as people shivered at her wrath. But whether this was solely due to her personality or her being the better-half of the CME was not quite clear.

Sudhanya, Tilu to us, said with a gloomy smile hanging on her lips, You know baba, Mrs. Morgan's a very nice lady. When you were away in the afternoon, she came to me and chatted for a long time.

Tilu told me, Even you will like to stay here.

Scared, I hastily said, Oh, No! I don't want to stay in a hospital.

Hembabu was amused at my nervousness. But feeling uneasy, Tilu muttered, I didn't mean that.

Actually these cottages were very charming, and convenient too. Their bungalow was quite far from the hospital. Travelling up and down daily, twice a day, would have been quite tedious. And the girl's staying all alone would have greatly worried them. The cottage saved them the trouble.

Hembabu's sister, a widow, would take care of their household while they were away. Hembabu used to attend to official duties from here itself. His son, Tilu's elder brother stayed at the bungalow. Some days Hembabu would go home on his way back from office to find out about the household.

Tilu tried to sit up on her bed but couldn't manage it on her own. Her father had to extend support.

Tilu's mummy was busy in the kitchen, perhaps. Or else she would have come forward to help. But I never knew Tilu's health had deteriorated this much. She couldn't stand steadily on the floor, or even sit up straight on the bed. She clinged to her father, with a dismal smile said, I can, I can do it.

She was placed in the deckchair by the window. Spent, she looked out through the window, perhaps in anticipation for Abu, her elder brother. He was due anytime.

I said, Goodbye uncle, I'll come again. Tilu looked at me, smiled sullenly and lowered her face again. It seemed as if even looking up straight was painful for her. While closing the garden door behind me, I looked at the window again. The net of expanded metal in the window made the interior shadowy, and Tilu's face was so very indistinct.

I was looking for Chotan around the hospital. The brick-red building, doctor's quarters, the row of cottages for staff nurses and the blossoming garden, everything seemed to be somewhat lifeless. It seemed as if there wasn't any joy, anywhere.

Tilu had been ill even earlier. She used to have fever, or other complications. Unable to join in our game of badminton, she watched us playing from the chick-raised verandah. Then we came to know about her hospitalisation. I felt so bad, but I couldn't imagine she had been debilitated so much.

I found Chotan near a roadside pan-shop. Hiding himself, he was smoking away. Even I would seldom smoke then, secretly of course. Chewing clove or cardamom after that, was a must. We were quite old by that time, but somehow we felt that the adults don't admit it. Smoking, to us, was a mark of being grown-ups.

Chotan flicked off the cigarette. Coming forward, he muttered an abuse at me. Then he said angrily, why did you have to go alone? I have been doing footwork for half an hour. I didn't exactly know what he wanted to hint at. Feeling uneasy, I kept quiet.

My coming here wasn't premeditated. Actually we had come this way to see the Englishmen practise shooting in the firing range. On our way back, it suddenly occurred to me that Tilu was admitted here and I decided to pay her a visit. I never thought of beholding such a feeble and emaciated Tilu.

Our bikes rolled side by side on the smooth metalled road, which sloped downward for quite some distance. On one side lay a row of bungalows, a deep rock-cut pit on the other. The railtrack passed far beneath. There were numerous rail lines down there. Because this was an important junction station. The lines diverged in different directions. Belching smoke and sounding the shrill whistle, some train or the other was always arriving at or departing from the station.

This place is high like a hill, meant for the 'high-ups', obviously. And you can realise perfectly well that rocks were cut to lay the tracks far beneath.

Dusk was setting forth then, lights were glittering here and there, the moving train looked like a child's toy from this height, a gem shining on the head of the engine. Our bikes rolled on towards the level-crossing. Chotan would take a left-turn after some time, before parting, I said, Chotan, if you come to my place, don't let my parents know about it.

The setting dusk hid his face, but I realised he was laughing, even his voice confirmed it. You are speaking of Tilu? he said.

Immediately, he turned to the left. I went the other way.

I never liked Chotan's comments on Tilu. Having seen her now, so sickly, her face so pale, I was feeling miserable. So Chotan's words hurt me all the more.

As a matter of fact, I was worried whether someday he would tell Aboo something concerning me.

Aboo's so nice, I wouldn't be able to show him my face in that case.

But a disturbing fear set in my psyche as soon as Chotan left and I was all alone.

What's the use of alerting Chotan, Hembabu himself could tell my father about it, when they meet in the office tomorrow.

Sukumar came to the hospital yesterday, perhaps he has told you about it, he would tell my father.

Hembabu would never imagine my wanting to suppress this fact.

Actually, my father didn't matter much, but I dreaded my mom.

There weren't any restrictions earlier, we used to chat or play badminton together, many a times I brought Tilu along to our house.

One day Ma said all of a sudden, Don't go to Aboo's place so frequently. Surprised, I gazed at her face.

I couldn't get it fully well, but Ma felt somewhat uneasy. You may play in their lawn, but avoid entering the house, she said slowly.

After a brief silence, she said, Don't sit near Tilu and talk to her.

Was I ashamed, or was there a spark of anger within me, I don't exactly remember. Ma said, I'm so worried, you see. Her health is deteriorating so fast, frequent fevers... coughs...

It was a time when everybody shuddered at the mention of T.B. Persistent fever was a sure sign for tuberculosis, they thought, all the more so if it was accompanied by cough and cold.

I started laughing.- Phew, doctors say it is anemia.

Ma retorted angrily, I'm forbidding you to go there, and that's that.

Even my father raised the topic at dinner-time. Seated on floor-mats in two rows, we used to take the dinner together. Only Ma used to serve. I don't remember having ever seen Ma taking her food, she used to dine after all of us completed it and had retired.

This was the custom in every household then.

We didn't have a dining table, nobody did except the family of Hembabu.

Ma used to scrutinise the utensils closely, to find out whether they have been properly washed. Having swallowed a few morsels of rice, Dad said, poor Hembabu, he's so disturbed about the girl.

That's quite natural, Ma replied.

The doctors can't diagnose, Dad said. But I doubt it's T.B., he added after a pause.

There was something of a terror in the name. It connoted an inevitable death. And that it was terribly infectious. Proximity with a patient was extremely dangerous.

I felt a fear within me. But somehow I doubted that my parents have already discussed the topic among themselves. And those words were meant for warning me.

You shouldn't go to their place any more, Dad told me.

I kept quiet.

As if speaking to himself, my father said over his food, It's a deadly disease. The patient seldom survives, and even the family is ruined. Poor Hembabu.

I was unable to continue with my dinner. Neither could I keep on sitting there.

I left the place, and could feel my parents gazing at me as I did.

Was it the fear of the disease alone, or didn't Ma like my being close to Tilu, I never knew.

It's true that I too was afraid of T.B. But I went there off and on.

You have almost stopped coming here nowadays, Sukumar, Tilu's mother told me one day. Tilu was seated on a easy-chair, spreading her legs in front. With a dismal smile, she said, Nothing but illness and illness, who on earth would like to come here, Ma? Aboo started laughing.

I don't recollect what excuse I had provided.

Taking a chair, I sat down. Auntie got me a plateful of sweets and fruits. I didn't take a single bite. Nor did I have the tea.

But I felt a gnawing pain within me that day. I should have taken the food, I thought on my way back. Did Tilu mind, did she guess that we suspected T.B. That we were afraid. It would be horrible for her.

Certainly it isn't T.B. Hembabu isn't the character to suppress such a fact. If the doctors doubted so, he would have told us.

Just a few days later Aboo told me, Dad's taken Tilu to the hospital cottage yesterday.

Alarmed, I said, why?

Aboo kept quiet for some time. Then he said in a morose tone, her health is deteriorating steadily, the doctors want to have a thorough check-up done.

This piece of news was awfully depressing for me.

I felt like rushing there immediately. But I couldn't dare to, when I remembered the warning.

Passing by the hospital on our way back from the shooting-range, I suddenly said to Chotan, wait here for some time, I'll just go and meet Aboo's sister. She is there in the cottage.

A fatal obsession drew me there.

But I was scared while returning home. Dad would be furious if he comes to know.

And he would certainly come to know. Hembabu would be telling him when they meet. Hembabu isn't aware that his house is a prohibited zone for us, all the more so regarding this hospital cottage.

But our families were so intimate after they came here for the first time, hardly a couple of years back. The amicability is still there. But panic has erected a glasswall in between. Or is the dread for the disease fictitious. Ma's worry actually centres around something else. Was it because both of us were old enough.

But the objection should have been raised by them. They never did.

They came here after the Punjabi officer, Aurora Sahib, was transferred. The bungalow was lying unoccupied for sometime. The green chicks on the sides of the verandah were neither raised nor lowered. It lay vacant like a haunted house. Then one day we saw the P.W.D. people whitewashing the walls and polishing the doors. Obviously, somebody was due.

One day I found white letters were becoming distinct on the black nameplate beside the gate located between the barbedwire fence. A man was carefully writing the name with paint and brush.

I rushed to my mother, Ma, Bengalees, they are Bengalees, I saw the name.

My mother was extremely pleased to have Bengali neighbours after a long time.

She wouldn't have to converse in broken Hindi with Mrs. Aurora or her children any more.

Finally, they arrived. Two truckloads of household goods. But I saw none of them till then. Next morning did I see them.

Having crossed the pebbled path, the entire family stood on the doorway by the road, looking at different directions. It seemed as if they were prospecting an uncharted territory.

Let's go and take a look, I said to Siuli.

Even Dad had noticed them by that time. His cup of tea in hand, Dad went ahead to greet them. Myself, Siuli and Tunku followed.

That was our first acquaintance.

When did you arrive yesterday, we don't even know, Dad asked Hembabu.

Then he looked at his cup and said, Why don't you come along for the morning tea...

Surely, said Hembabu with a smile.

I exchanged a few words with Aboo. But not a single one with Tilu. She was even two years younger then. But somehow I hesitated.

After asking Aboo, Dad said to Tilu, What's your name? Sudhanya, she said.

She had to repeat her name. Having never heard such a name earlier, we didn't get it. But Aboo said instantaneously, Oh no, she is Tilu, Tilu.

A flash of rage peeped in the corners of her eyes and lips as Aboo made her pet name public so early. Siuli and myself couldn't help smiling.

Tilu used to wear milk-white skirts then, or a saree infrequently.

Even then there was a certain distance.

Standing on our verandah, we looked at them and talked to Aboo, screaming at top voice.

One day they fixed up a net in the garden for having a badminton game. We were watching them play when Aboo and Tilu had a talk among themselves. Advancing, Tilu beckoned us with the racket in her hand.

I felt even Aboo shouted and called us.

Why don't you go, Siuli said, they are calling you.

Even I felt like joining them. I went ahead.

Thereafter, we became so close in a very short time.

Who knew such a friendly and restless girl like Tilu would fall prey to such a deadly disease.

Hembabu told my father one day in a dismal tone, I go to work, guide Aboo in his studies, perform all household chores, but you see Bikashbabu, I've no peace of mind, all for my daughter. But I must always conceal my worries from her. It would cause her more pain if she comes to know.

They were seated on our verandah. Having stopped reading, I listened to their conversation from the next room.

That very day I realised that Tilu's illness must be something very serious.

I took a transfer here for her sake, Hembabu continued, there's a big hospital here, renowned doctors, if she can be provided with the right treatment. Or else I was quiet happy there.

I was quiet happy! Happiness to us was synonymous with success, a well-paid job, honour and reputation, a big bungalow, well-furnished rooms, colourful curtains.

Aboo and his family possessed all these.

We took them to be so happy and contented when they arrived here. But we never knew that an illness could jeopardize everything in the life of a family. But this was so distinct in Hembabu's tone.

All this even when the actual ailment wasn't yet known. And perhaps they were all the more worried due to this stifling ignorance.

At the beginning, however, none could guess anything by looking at Tilu. She used to laugh heartily during a conversation, read books, there was a gusty wind oneday and Tilu smilingly said, The strong wind will blow away our shuttlecocks, Come Sukumarda, let's play tennicoyate today.

But she couldn't play on for a long time, she used to say all of a sudden, I'm so tired. No more today.

Abandoning the game, we retired to the cane-chairs on the verandah. Myself, Aboo, Tilu. Even aunty used to join us sometimes.

Aboo had a number of story-books in his collection. I used to borrow books, return them and get new ones.

One day I was looking through his book-case to select a title when Tilu came in.

Phew, he has only a few books.

I looked back. Tilu smiled.

That's but natural. Books are your only companions. Aboo said.

It was then Tilu pulled me by my collar. Come along, take as many as you want to, she said.

Only after taking a few steps did she release my collar. I went in her room.

A cupboard full of books. Both English and Bengali.

I never knew anybody kept so many books in the house. I have never seen such a collection in anybody's house. Those who were addicted to books borrowed from the Institute.

There was a big library at the Institute. So many titles. In various languages. Because our town was both multi-racial and multi-lingual.

There were a number of tennis-courts in a row at the Institute. Some played tennis there in the late afternoons and evenings. There was a billiard room. A few people used to play the game while we watched, seated on the chairs by the wall.

I took Tilu there one day. She didn't like it a bit. Neither did I. Actually, none of us really could grasp the intricacies of the game.

There was an auditorium with a stage in the Institute. There were a number of paintings on the screen of the stage. Tilu started giggling after looking at it. I never had the notion that the paintings were so foolish that it could make somebody laugh. To be true, I showed her the paintings on the screen with a sense of pride.

So uneasiness swept over me when she started giggling.

We had been residing in that township for quiet long time. Long association made us love the Institute and the green lawn in front of it, the tennis-court, the school building, the cinema-house at the far-end of the town, the row of quarters, the bungalows in the South, the shrill factory siren rocking the town at dawn, shooting-practise at the firing-range, smart looking Anglo-Indian boys and girls, hockey matches; we loved all these. As a matter of fact, we loved the town itself.

One after the other, Tilu snatched away my loves.

Chandan, my cousin who came to visit us from Calcutta told me once, How do you people stay here Sukumar, is this a place fit for living.

I felt so bad. I was furious on Chandan. But he was something of a hero to me then. He was from Calcutta, you see, Calcutta. But why should he look down on our township; why should he consider it to be so inferior.

There was a certain infatuation about Calcutta even within me. I was in school then. My dream was to be admitted in a Calcutta college. I would stay in a hostel.

Dad often said, Be attentive in your studies. You have to secure admission in a good college at Calcutta.

And my cousin Chandan, a Calcuttan, comes and tells me, Is this a place fit for living!

As if none of the residents of this township were human beings.

I felt bad, and a pain within me.

But when Tilu told me smilingly, Are these screens? Horrible paintings, how crude... even I felt then, it's true, Tilu's right, these are really horrible.

Where do we go for a walk, Sukumarda, said Tilu one day, Smoke from the engines everywhere, the noise of trains round-the-clock. And if you get stuck at a level-crossing, the train doesn't seem to end, waiting so long aches my feet...

Feeling uneasy, I maintained silence. I couldn't utter a word. There was a painful sensation within me. But Aboo said, Oh No, it isn't really that bad! Overcoming my uneasiness, I said laughingly, Right you are, only smoke, noisy trains round the clock... It occurred even to me, to be true, there's nothing here. And thus Tilu snatched all my objects of love one by one. So I said one day. And that's why I am leaving for Calcutta, to be admitted... though our results had not yet been published. Even dada would be going there, but he could come here every week, Tilu said, Isn't it so, dada? Aboo just smiled. I said in jest or a feigned anger, But I won't be coming. Tilu raised her eyes in disbelief, But why? Why should I? What do you have here? I replied, Smoke, noisy trains day and night, the factory-siren disturbs your sleep, nothing but dust and dirt in Uttarpara. The southern stretch was actually meant for the sahiblogs. Bungalows with trim gardens, metalled roads with trees on both sides, so calm and quiet. Only a few fortunate Indians resided there. But Uttarpara, on the other side of the railline, was meant solely for Indians. Gravelled roads, Tilu's dress was spoiled with red dust one day. The ugly quarters in this stretch were devoid of all grace. Rows of monotonous houses, their bricks protruding. Why should I come, there's nothing here, I said. Sensing I was in a huff, Aboo burst into laughter. Turning about, Tilu faced me and said softly, So what, I would be here!

It was quiet early when Chotan came to call me. A cock was crowing loudly at my threshold. Actually it wasn't a cock's crow, his bicycle horn sounded like that. A lengthy and seemingly never-ending vacation lay ahead of us then. No worries, no misgivings. Nor did we have any engagements to spend our time. Chotan in the meantime had started taking telegraph lessons from Mr. Kartel, the Assistant Station Master. Kartel Sahib was running a full fledged school of telegraphy at his residence. He looked like a monster, and consumed a hell lot of alcohol. His urn-shaped face turned blood-red whenever he was drunk. Lots of guys enrolled in this Anglo-Indian Sahib's school. Proficiency in telegraphy could get them a job, they hoped. Chotan used to turn up in the mornings whenever Kartel Sahib's School was closed. And he used to sound his cock's-crow-horn. His instrument for practising telegraphy was kept in a basket attached to his bicycle. He used to practise even at home. Pressing the instrument's key, he sometimes tried to explain us the intricacies of the Morse code. Answering his call, I came out. Come along, he told me, We've got some work. Without a pause, he said again, The bugger, he's always quibbling. Chotan was referring to Mr. Kartel. The high wall of the factory compound begun immediately as the road took a night turn after crossing the Puri line. Covered with red dust, the road sloped downwards. It wasn't metalled and nobody had bothered to plant trees in rows by the roadside here. Our bicycles were rolling on this road. You know Sukumar, Chotan said on the way, it's so very interesting, this Morse code, just press a key and... I stopped him, Hang your telegraphy, tell me what's the work all about. These recollections surprise me nowadays. Chotan never had the knack for studies in his school life. He would be thankful if he could barely secure the pass marks, but somehow Chotan seemed to know more about life than all of us. And that's why we were attracted towards him. He was indispensable for any daring job. And that very Chotan, to my surprise, was never tired of practising dots and dashes. He who was unparallel in truancy, got furious on Kartel Sahib if he suspended classes for a day. The bugger charges ten rupees a month, he said with disgust, and suspends the class every other day. We used to laugh. Sometimes he used to talk in such a way as if telegraphy was the most difficult subject on earth. But Chotan never raised the topic that morning. Instead, he asked me with certain suddenness, Well Sukumar, do you have faith in Tungribaba? Surprised, I looked at his face. Yes or No, tell me. He wanted a straight-cut answer. Everyone in this town knew about Tungribaba. Some people had faith, some didn't. But we never bothered ourselves with it. Such things are meant for old haggards, we thought. Pure charlatanism, that's what it is, I said. My comment hurt Chotan. And so he said in a convinced tone, But Kartel Sahib believes in Tungribaba. I laughed and said, so that's that, there aren't any scopes of doubt if a Sahib can have faith in it. He was pleased to hear this. A Sahib wouldn't be having faith in it if it was a hoax. But I lacked the zeal to protest or ridicule. Perhaps I thought that it's useless to argue with him. He can as well have faith, many others do. Everyone was aware of Tungribaba in our town then. Tungribaba wasn't anyone's father. Neither was he a saint nor a prophet of any kind. As a matter of fact, he wasn't even a

human being. He, or it, was only a massive block of stone.

Nobody was sure how old it was. Some people thought that it was five hundred years old, others put the figure at a thousand or two. Nothing of this town existed then. Perhaps there wasn't even a clay-thatched hut anywhere here in those times.

However, nobody was worried with Tungribaba's age. Each man had his own opinion.

Bhubanbabu, our Geography teacher used to say in his class, When the Vindhya hills took to Kathak dance in the primeval times, he had stepped here too. The resultant vibration caused a few rocks and hills to pop up.

We used to laugh at Bhubanbabu's method of teaching.

Don't you see that the land is plain at some places here, but the road keeps steadily climbing or steeply descending at the others, it is so because the hilltops have been fleeced. There were dense forests in this stretch then, Bhubanbabu used to say.

That there was a really thick vegetation cover was still obvious. You could find dense forests on the West and South beyond the extremes of our township. Those regions lay uninhabited and untrodden.

There were so many trees, mostly Sal and Mahua. And particular variety of almond trees. Big trees they were. We had some of them in the town too. The word 'Poison' was marked boldly on those trees. Because a certain secretion which oozed out while cracking the shells would cause bad sores. And those sores took time to heal. This scared us and we never touched those nuts.

A narrow strip of a path cut through the dense forest. As a matter of fact, the path had been marked out by the many devotees of Tungribaba. Travelling a couple of miles on this way would bring you to a hillock. This place was called *Kapalikunda*. And it was quiet difficult to climb on the hill. But people faced the hardships readily.

It seemed that as if a massive block of stone was balancing itself on one foot on the top of the hill. The stone didn't have any form and was devoid of all grace. Only faithful worshippers had stained its lower parts with vermilion powder, as a mark of their vow. How such a gigantic and uneven block of stone came to be located on the hilltop was a mystery. Everyone discussed about it. There was a pond or a '*Kunda*' in front of it, full to the brim. A '*Kapalik*' (an ascetic who worships goddess Kali in an awful manner) lived here, they used to say. Hence the name, '*Kapalikunda*'. And that huge stone was *Tungribaba*. It had the potentiality to fulfill all human desires.

Let's go and find out Bajpeyiji, Chotan said.

Surprised, I said, But why?

Chotan didn't disclose the secret. He merely said, I've got some work.

Bajpeyiji was quiet well known out here. I had seen him a few times in the market earlier. Robed in saffron, long hair, and his forehead smacked with red powder.

Dense forests and dangers on the way, moreover the rocky terrain was difficult to negotiate, so nobody went alone to see Tungribaba. They took Bajpayiji's help.

Bajpeyiji would guide them once a big group had been formed.

Did Chotan want to visit Tungribaba? I doubted. Was he afraid of plucking in the exams? We weren't really sure of his passing, though. But I've never heard of anyone going to Tungribaba for securing a pass in the exams.

It seemed quiet humorous to me. But I didn't want to hurt Chotan. Human beings no longer remained human if their faith was hurt. And, who knows, perhaps all men have a Tungribaba of their own.

It was a dusty road. A horse-drawn carriage was limping ahead of us. We quickened our pace and overtook it.

There was a Church belonging to native Christians, and then a row of quarters.

- But why, why should we have lights and fans then?

Tilu's words occurred to me all of a sudden.

Roaming about with Aboo and Tilu, we went to Ajoy's house one day.

Don't you feel bad? Tilu asked me while returning.

A certain sense of guilt held my tongue.

Morosely, Tilu said, If our friends don't possess and enjoy what we do... After a brief pause, she said again, wouldn't it have been so nice if they did.

She must have felt bad seeing their quarters. But I had never thought of it. On the contrary, I had a certain pride about it.

Only a few posh quarters had electric lights and fans, and a supply of running water.

But these quarters meant for the Indians lacked all these facilities. There was only a tubewell between two rows of quarters. No other illumination after dusk but the streetlamps, or else lanterns in the stuffy rooms. And this was supposed to be a big industrial township.

These rows of quarters appeared so beautiful to me earlier. Such a neatly planned town, I thought. But I never realised that life could be so tedious within it.

And I realised something at that very moment. Tilu had snatched another of my loves. Did I start despising this town, did I?

We hunted out Bajpeyiji.

He was getting ready for his office then. No saffron robe, he was dressed in loose trousers and a white coat, the sectarian mark on his forehead hadn't dried up yet. It would be more distinct after drying up.

Lacing his shoes, he told us, Come on Sunday. I'll take down your names.

Satisfied, Chotan came out, I followed him.

And the plump lady who was Bajpeyiji's wife called us from behind her veil, Come here son and take *prasad*.

And she gave us a few candies. It might have been Tungribaba's *prasad*, who knows.

Chewing candies, we went home.

But I've seen Bajpeyiji earlier, bag in hand at the market place, or beside the wrestling court at the Ramji temple. He had a walking stick in hand and was dressed in saffron. Assimilating him with Tungribaba hadn't been difficult then.

But this coat and trousers seemed to transform his character. In spite of the smear on his forehead. This appearance of his suggests that guiding devotees to the hill of Tungribaba is just a matter of business for him. But the man seemed to be a devout believer himself when he was in saffron.

I was about to say something in jest when Chotan interrupted, Let's go home first, I got to tell Mom all about it.

Then he started laughing, Hell, everyone's having faith in a block of stone, but not in human beings.

I was quite surprised when Chotan referred to Tungribaba as a block of stone. I was under the impression that Chotan had started believing in Tungribaba.

He continued to speak as I looked at him, Mom trusts you, so come along with me. Otherwise she would think that I didn't look for Bajpeyiji at all. I'm so forgetful, Sukumar. She has been pestering me for a month now to find out Bajpeyiji.

I laughed and said, Even your mom would be going for the *darshan* of Tungribaba.

Not just *darshan*, she would take a dip in the *Kapalikunda* and offer her prayers, Chotan replied.

I stopped laughing as I thought of Chotan's mother. Making fun of Tungribaba would be insulting her, I felt.

Having kept quiet for some time, Chotan said all of a sudden, What's the use of suppressing it from you, actually the problem's with didi. Didi was Bani-di, his elder sister.

The problem's with Bani-di! I was taken aback. But I didn't want to ask questions. That it was something very confidential was quite obvious. But why?

A month has passed since didi came here, Chotan said slowly, I haven't let you know.

- Is it so? I was hurt and my tone betrayed my feeling, Bani-di has come, and you haven't told me anything!

Bani-di used to play carrom with us before she got married. Myself, Chotan, Bani-di and Ajoy. Bani-di was three or four years older. But she was friendly, and so very simple. She was a very jolly girl and an expert in cooking. Bani-di often prepared some kind of a porridge with nuts and chaffed rice, in our hunger it tasted like nectar.

Then she got married, somewhere far away. And the carrom games at Chotan's house stopped too. I haven't heard of Bani-di for a long time. Chotan never told me anything.

Bani-di saw us from their verandah.

A big smile crossing across her face, she ran out.

Oh Sukumar. After such a long time! You've grown up so much!

She took my hand and pulled me indoors. - Mom, look, Sukumar's grown up so much now.

Auntie came out. You feel that way because you're seeing him after such a long time, she said.

I never could guess that you will grow up so much, Bani-di said, but it's a month since I came here, but not a single day did you drop in.

Chotan and myself exchanged glances. I couldn't say, It wasn't at all known to me, Chotan never told me about it.

I merely lowered my face, as if in guilt.

You'll keep coming here now, Bani-di said, we'll play carrom again.

Looking at Chotan, she asked, Is the carrom-board intact, or have you thrown it away?

She went on speaking and laughing continuously.

Wait, I'll get you a cup of tea, Bani-di got up and said, what else will you have?

Whatever you wish, I said.

She left for the kitchen.

Bani-di is as jolly as ever, I thought, she seems to be quite contented. But Chotan said that the problem's with her!

I sensed some mystery.

Did you go there? Auntie asked in a very low voice as soon as Bani-di left.

Ask Sukumar, Chotan replied, the bugger was leaving for his office then, he has told us to meet him on Sunday.

Auntie frowned at him. - When shall you civilize yourself? You call Bajpeyiji a 'bugger'?

Chotan said contemptuously, Pooh, so what if he is Tungribaba's sole agent, has he become a saint himself?

His mother was furious. Even listening to you is sinful, she said.

We sat down on the cot.

Perhaps Auntie asked Chotan something with gesticulations when I was looking the other way.

I heard Chotan saying, Yeah- I've told him. Sukumar's almost a member of our family. He won't tell anybody.

Chotan's mother said, Please Sukumar, make it a point to keep it a secret.

Even then I didn't know what the matter was. What could have Bani-di done that they were so worried about. And you had to keep it to yourself.

The girl's so unlucky, Chotan's mother said in a very low voice, she didn't have a child.

Her mother-in-law is a witch, Chotan said with a sigh. She wants her son to be married again. They harass didi like anything. Didi has come here against their wish and now they refuse to take her back.

How can I tell anyone all this? Auntie said. The neighbours would blame Bani if they come to know.

Don't worry Auntie, I assured her, not a word will escape my lips.

But I felt so sorry for Bani-di. A while ago, I thought she was quite happy. I never knew that the glee was meant to conceal her sorrow. Or was she really happy again, having escaped from the hellish in-law's place.

Chotan's mother almost said to herself, But they say Tungribaba is omnipotent. Your prayers are yielded. That's why I want to go there once. If...

Tungribaba's really all-powerful, Mom, Chotan quothed, even Kartel-sahib believes in him. Miracle, he told me.

Looking at me, he continued, You know Sukumar, miracles do happen, whether we believe it or not. I lacked any faith in

these things. Dad was always very sceptical and he often tried to explain Mom, why such things were ridiculous. Perhaps his logics had cemented my disbelief too.

But I was awfully sorry for Bani-di at that time. Would I be able to face her smilingly now, I thought, my smile would be so artificial.

Why don't you join us too, Sukumar, Aunty said.

I kept quiet for a moment. Bani-di would be going, it would be nice to chat with her all the way, at least Bani-di would be able to pack up her worries for sometime.

But I couldn't provide a reply.

Innumerable trains come and go at this morning hour. And those slow-moving goods-trains, once lowered, the level-crossing gates did never seem to rise again. Moreover, shunting of engines went on all the time.

That's why the local people had to carve out a thoroughfare by slitting the wire-fence beside the level crossing. There were a few run-overs now and then. But it didn't create a stir unless the victim was personally known. People heard it, and forgot it.

The metalled road started beyond the level-crossing on the left of the station-platform. There were trees on both sides of the road, and shadow. Because this was the European settlement, though Anglo-Indians predominated, there were even a few Indians.

An ayah was pushing a parambulator, there was a white kid within it. Though homeward bound, I took a left-turn all of a sudden. This was the way to the hospital.

My earlier plan had changed within a moment. I'll just go to the hospital once, I thought.

It was a queer obsession. Being close to her, talking to her.

Perhaps Hembabu didn't tell Dad about mine visiting the cottage. Or perhaps they haven't met since.

I was on my toes during dinner the next evening. Uneasiness held me in sway as I thought Dad would rebuke me. Why did you have to go there? You've been warned so many times.

Even Mom would be furious. Aren't you afraid of such a dreadful disease? she would say. Hanging my head, I would have to swallow lumps of rice.

But no, a few days passed and nothing happened. I felt assured. Surely Dad hasn't met Hembabu, or he didn't feel that this is something to talk about.

The wonder, we were so terrified when we first came to know about it. Tuberculosis. The very name sent cold shivers down the spine. There wasn't any treatment at all. And the family members of the patient became untouchables, everyone wanted to avoid proximity with them. That death was inevitable was taken for granted even though a few patients used to survive.

But even this fear was obliterated by a fatal attraction. I couldn't stop myself. But what was this obsession all about? In spite of Chotan's waggery, there wasn't really any such relationship between Tilu and myself. But I nurtured a strong liking for her. Or was it sympathy for a sick teenaged girl! I never knew.

An incomprehensible attachment guided me towards the cottage again.

Though they were not as strict as those of the hospital, the cottages had some regulatory provisions.

Those rules are meant for outsiders, Hembabu said, they don't object if the visitor is a family member. Grinning, he said, And you are not an outsider.

Tilu looked at me, and smiled, but there was an element of fatigue in her smile.

Looking at her eyes, I returned the smile.

Aunty had come in to give her fruitjuice, taking up the cue, she said, Sukumar an outsider! He is our own.

Her words made me so happy.

But I sensed a certain guilt within me when I thought of my parents then.

They took me to be so close, perhaps our entire family. But we weren't really that.

Probably we were actually intimate once upon a time, when they arrived here and our families grew close within a few days, we too accepted them as our own.

But as soon as Tilu's illness became conspicuous, and they noticed Hembabu's worry- the day since when Mom started doubting, and Dad felt that it could be T.B., there had developed a crack in the relationship, but Hembabu was unaware of it. Mom said one day, The Aurorasahibs were better than this.

Why don't they send the girl to some sanatorium? Dad said, they can make arrangements at Pendra Road.

Pendra Road was the sole refuge for T.B. patients then. But beds were scarce there, and it involved a huge expenditure.

Sanyalbabu had sent his eldest son there.

He told Dad one day, A T.B. patient in the family leads to bankruptcy.

However, he averted financial disaster, as his son expired after only a few days. Galloping T.B. we heard the name for the first time, that's what it was. All this was so terrifying.

My parents were not at fault. The terror was universal in those times. No treatment, no medicines. The fear was quiet natural. So they wanted to keep their own children at bay. And the gulf widened due to this.

But I somehow felt that it wasn't T.B. Would Hembabu suppress such a thing from us.

I said in a tone of complaint, But would they have kept her in the cottage then?

Who said that Hembabu is suppressing something? Mom said, they've taken Tilu there for proper diagnosis. Once they are sure of it, he would send her somewhere else for treatment.

She would be sent somewhere else! Who, Tilu? Tilu won't be staying here?

But didn't she tell me one day, So what, I would be here!

It meant that there was nothing in this town, absolutely nothing, but I am here!

I couldn't even think of such a day. Tilu won't be here, she would be sent to Pendra Road like Sanyalbabu's eldest son. And thereafter-

Impossible. You couldn't think of death in our age. Neither your own, nor that of Tilu.

That's why I kept on feeling that nothing had happened to Tilu. She would be O.K. soon and the hospital authorities would release her. She would be back home.

Wouldn't the doctors be able to detect if it was something really that critical!

I asked Aboo one day. The earlier doctors got to nothing, he said, and it's the same story even now. Dr. Crossby's our only hope.

I haven't heard of him earlier.

He is fresh from England, Aboo said, a very renowned doctor. He would be staying here only for six months. Let's hope for the best.

I was so very eager to see Dr. Crossby. There were so many doctors on their rounds, from the cottages to the hospital wards, from one ward to another. A few were Europeans. But they were known to us. You could often see them in the shops or at the market-place.

Pausing for some time beside the garden outside Tilu's cottage, I looked on all sides. I was being careful about Mrs. Morgan, the Chief Matron.

Out here, I was afraid of her.

Why are you here? Whom do you want to meet? She would ask me.

And I would be thrown out if she was in a bad mood. She wouldn't allow me to see Tilu.

Two men, fairly well employed, stood on the way to the cottage and were talking loudly. Either they didn't notice Mrs. Morgan approaching, or they didn't pay her any heed. Mrs. Morgan simply summoned the durwans and ordered, Throw them out.

You would never be spared if you spat somewhere.

Mrs. Morgan was the final authority, everybody knew. None could surpass the Chief Matron, however highly-placed he might be.

Looking here and there, I sneaked inside. Peeping through the window, I tried to find out whether Mrs. Morgan was inside, I was afraid of facing her. No, she wasn't there.

Convinced, I went inside.

Aunty was seated on a chair beside the sickbed.

Come in, she said and rose up.

Oh No, please keep sitting, I said.

Perhaps she stood up lest I seated myself on Tilu's bed. Mrs. Morgan won't spare you if you did such a thing. Sitting on the sickbed was an ugly Indian habit, she felt.

However efficient she might have been at her job, and however responsible, her words betrayed a hatred for the Indians.

It was as if she was the Regina of this domain, and all of us were her native subjects.

But nobody had the guts to utter a word in protest.

Strangely enough, the patients praised her eloquently when they were released. She used to rebuke the nurses if they missed out anything in the patient's presence. Even the doctor on his round would have to provide an explanation if he was late.

Even Tilu said, Mrs. Morgan's so nice.

Getting a chair from the next room, I sat down beside aunty.

Tilu had looked at me once, and she closed her eyes again. Perhaps she didn't feel like talking. Or she must have been sleepy.

So, I kept quiet.

He came here at midnight yesterday, aunty said softly, that doctor who's a newcomer, Dr. Crossby.

- At midnight? I was a bit surprised.

Yeah, he took a blood sample, said aunty, for certain clinical examinations.

Tilu opened her eyes once. - why did you come now?

She appeared to be completely exhausted. Perhaps she hasn't had a wink of sleep since midnight.

I am n't feeling well, Sukumarda, she said slowly, Why don't you leave?

And she closed her eyes again.

Perhaps she was in great pain, or absolutely fatigued.

I exchanged a few words with aunty and left the place. I knew she was tired, perhaps she was suffering from some pain, or she was sleepy. But somehow my dignity was hurt as the tone kept on ringing within my subconscious- I am n't feeling well, Sukumarda, why don't you leave?

*

Someone comes, someone leaves. It seemed as if this was the only enduring characteristic of our town. It is unable to hold anyone in bondage, not even with the knot of love.

People come here for selfish interests, find a shelter, set up a household amidst pain and pleasure, and then one day they disperse in different directions. Nobody wanted to set in their roots deeply. It seemed as if it was a train and not a town. Some climbed on while others disembarked. Spend some time in the waiting room and get going again.

Hembabab had taken pains for coming here, Again some are faced with a transfer-order all of a sudden. Stupefied, they don't know what to do. As was the case with Parimal and his family.

Tarakbabu, Parimal's father had received his transfer order. They were not so well off, and Tarakbabu was preoccupied with marrying off Sona and Rupa, the two sisters of Parimal. This transfer order was a curse for their entire family. I pleaded the authorities to give me a month's time, Tarakbabu contemplated, you know why?

We looked at him.

A dismal smile crossed his face. I want to visit Tungribabu, he said, that's the reason.

We were quiet surprised.

Praying to Tungribaba works, they say, Tarakbabu explained. He added after a brief pause, I'm so helpless, you see. No bank balance, nor do I have a fat salary, and the liability of marrying off two daughters. We've leaving anyway, at least tell Tungribaba all about it.

What other refuge do men like us have except Tungribaba, said Tarakbabu. I kept quiet.

He sensed something and seemed to console himself, Miracles happen, I believe they do happen.

Then he laughed. Perhaps he shouldn't have laid so much stress and wanted to while it off in his laughter. At least it should happen for helpless people like us, he said, or what do we live with otherwise.

Parimal had told us earlier that his father was very worried over negotiating matrimony for his sisters. But no contacts had been established yet.

We heard it, and forgot it. These problems never moved us as they seemed to be so far-fetched. It was like writing an essay on the evils of dowry system. But facing Tarakbabu and his problems was an eye-opener for me.

Tungribaba's the last hope now, Tarakbabu said with a sigh.

Tungribaba, Tungribaba and Tungribaba.

I was amazed at the turn of events.

Men seemed to change completely once they cross the threshold of their house and come out. Even their language changes. Then they bother themselves with global affairs. Or with national independence. Or the plight of the poor. Otherwise they get themselves submerged in mirth and glee. As if there were no misgivings, no discontents. Often they go to work as a perfectly modern man. They alter their design of dresses, or furnitures. As Bajpeyji went to office in loose trousers and a white coat.

But numerous worries seemed to plague them inside the threshold. So many problems, so many. A helpless man feels lost. And he wants to cling to Tungribaba. That Tungribaba was a block of stone somewhere, a human being at other places. Or perhaps a statue, an idol or even a symbol somewhere else.

Everyone thought that Tungribaba was a miracle. And without the miraculous powers, Tungribaba was just another block of stone.

Chotan in the meantime had probably visited Bajpeyji and registered his name.

We left Parimal's place, Ajay and myself. We took the road covered with red dust and crossed the Ramji temple and the church. Sloping downwards, the road turned right. A pair of railines lay to our left. There was a row of deodar trees and then a Christian burial ground.

Men were fixing up tents in the big field beside the burial ground.

The circus would be coming soon, Ajay said.

And it was so. A big tent was being set up. There was a bustle of activity all around. You could look at the entire compound from some distance.

We came and sat on the wall which ran around the cemetery. There were elegant burial tombs made of marble with the crucifix on them. There lay a wreath on one of the tombs, and it was quiet fresh.

Looking at a tomb suddenly reminded me of Tilu. I don't know why.

Perhaps there was a connection between her white sickbed, her white dress, her pale white face and the white marble tombstone.

Or did those circus tents evoke her memory.

Hembabu had received four complementary tickets for the circus. He had a say in the matter of leasing out that field. And that's why the circuswallahs issued complementary passes for him.

Tilu, myself, Siuli, and Aboo. Four of us were to go for the circus. But Aboo was having a pain in the stomach since the afternoon.

He can't go, Hembabu said, you take Tilu along with you.

God knows what happened but Siuli changed her mind at the last moment. She didn't want to come along. Siuli was like that, damn fickle-minded.

Even our parents could not convince her.

At last only the two of us had to go, Tilu and myself.

We were seated at the very first row. The usher pointed us out and whispered something to a man in black coat.

After a few minutes a small boy came and handed us two bottles of lemonade.

The circus was due again. Perhaps another party this time. This was an annual affair here.

I couldn't help feeling that Tilu won't be coming here this time. And the circus had lost all its charm due to this and nobody would care to see it.

We sat side-by-side, Tilu and myself. Tilu kept on laughing.

And she clapped when the elephants came in a row and doubling up, stood on small stools. The sound of her clap mingled with that of the other spectators.

I wanted to tease her. Pooh! The best part of the show is still due, I said, why spend all your claps now.

While I said this on after having said it, I was looking at Tilu's face. Tilu made a gesture pointing out towards the arena-Look there-she meant. And not at my face, did she imply that too!

Then the lights went off and the trapeze-show started. At first there were two men on a couple of swings. Next there came two girls. Shining, tight-fitting dresses. They swung from one corner to another, as if they were swimming in the open space.

Tilu exclaimed indistinctly in subdued horror, Oh! What'll happen if they miss the bar!

Even I was quiet nervous and kept quiet.

All of a sudden, Tilu looked at me and pressed her left hand on my chest. Then she removed it.

She wanted to feel my palpitation. It meant that I was afraid.

I laughed.

But the feel of her soft touch lingered on my heart.

Marvellous! Tilu exclaimed as the show came to an end, Fantastic it was!

Jokingly I said, So there's something nice about us here, after all.

Pouting her lips in derision, she said, the circus doesn't belong to your town, they travel from one place to another.

We were making our way out amidst the throng when Tilu said smilingly, Your heart was beating so fast when the flying-trapeze was on.

I never heard it, I replied without comprehending.

Tilu laughed and said, the sound was inside there. How can you listen to your own heart!

Even other people around us laughed at her words. Feeling uneasy, I kept quiet.

Having left the crowd of the circus-ground behind us, we crossed the field and walked side-by-side. This zone generally remained dark after sunset. And it was unfrequented.

But the town-committee had set up a few posts and arranged for temporary illumination then as the circus was in town. All over the field, even in the Christian cemetery. There were a few powerful flood-lights here and there. The entire place was lustrous with bright lights.

After having walked for some time I said, Let's go through that cemetery. It's so desolate.

Taken aback, she looked at the cemetery.

And then she said slowly, You want to take me to the graveyard? A smile crossed her face. - Oh No, I don't want to die so soon.

She added after a brief pause- I want to live, I want to live for a long, long time. And I'll die only as a grey old nanny. No, not before that.

It seemed as if she was talking to herself.

'You want to take me to the graveyard?' the words seemed to pierce me. It was as if I had done her some offence by suggesting that we pass through the cemetery. But why did she take it thus. Though she said it lightly, I felt so bad. Because I was aware of her illness then, and also the worries of Hembabu. Some unknown ailment was wrecking her health, Hembabu had told my father.

However, we were not very worried about her indisposition till then. Though Tilu's words vexed me that day, I wasn't exactly afraid.

We roamed about for quiet some time that day and then crossed the rail track to take a rickshaw.

That day was a frozen frame in my memory.

Ajay suddenly slapped me on my back-Where were you so long?-he asked.

He startled me. Really, where was I so long. I was with Tilu. There we are, sitting together at the circus. We are laughing. Tilu is feeling my heart, to find out whether it's palpitating with fear. Having crossed the railtracks, we are climbing the meandering path leading to the metalled road.

Ajay's remark flabbergasted me. I smiled embarrassedly. But my heart was full of grief and dismay.

The two of us were sitting on the cemetery's boundary wall. Ajay and Myself. We had been to Parimal's place a while back. Tarakbabu had just narrated his tale of woe. He talked about the marriage negotiations of his daughters, the transfer order, Tungribaba. How did I forget everything and submerge in thoughts of Tilu!

Tilu's in the hospital cottage now. In the milk-white sickbed. But why did the thought of Tilu's pale face occur to me while gazing at the burial tomb of white marble.

An inexpressible grief shadowed me. Did I find a corollary between that spotlessly white tomb and the nurses dressed in white, or the Chief Matron Mrs. Morgan, or the white bedsheet of Tilu.

Or did the circus tents remind me of her. Because the circus and Tilu are webbed together intricately in my memory.

But I felt horrible when I remembered what she had said on that day. Subdued tears were stifling me.

- You want to take me to the graveyard?

I didn't like her joke that day. And my heart missed a beat when I thought of it now. Wasn't it a nasty joke, I asked myself.

Graveyard, the very word seemed to horrify me now.

- Oh No, I don't want to die so soon.

The words were spoken in a lighter vein, jokingly. But I was unable to accept them like that now.

No, Tilu, No, I said to myself. Let the shadow of death move far away from you. Never again will I ask you to pass through the graveyard. Why don't you press your frail hand or my breast once more, and see for yourself how fast my heart beats, thinking of you. Now I can listen to own heart.

*

Digging the ground below the flowering plants with his spud, Hargobin the old gardener looked at me and said, *Chotababu*, the *Missdidi* of that bungalow is back from hospital.

In Hargobin's dialect, an unmarried European or Anglo-Indian girl was *Missibaba*, and it was *Missdidi* if she was a Bengalee. Even Siuli was referred to as *Missdidi*. So I didn't get him at the beginning. But I looked at Tilu's bungalow as soon as I heard the word hospital.

Grinning widely, Hargobin said, Oh yes, the *Missdidi* of *Duttasahib's* bungalow. Perhaps she is O.K. now.

It seemed as if this was the best news under the sun. Tilu is O.K. She is back home.

I was held up at Ajay's place yesterday. And I couldn't go to the hospital as it was already dark.

You couldn't go to the cottage after sunset. The physicians come then, they check the patients, and talk to their guardians. Moreover the patients are asleep at that time. You shouldn't disturb her. It is not that sneaking in somehow was impossible. But I couldn't gather the courage when the image of Mrs Morgan, the Chief matron occurred to me. All my courage vanished when I recollected the countenance of Mrs. Morgan, sombre-faced, she is advancing like Atlas with the earth on her shoulder, her high-heel shoes sounding on the corridor.

Come to my house, Ajay had told me yesterday, my sister and brother-in-law are here.

I was interested.

His brother-in-law was a professor in a Calcutta College. He must be knowing a lot about Calcutta colleges.

Only a handful of our town boys went to Calcutta for higher education. Most enrolled in some nearby college, in the district headquarters.

But there was a single ultimate goal for all. One's father would plead his boss and get him a job somehow. And all of them managed to secure some kind of employment. You had to wait hardly for an year or two after passing out. In the meantime, some took lessons in shorthand and typewriting from Mr. Mudaliar, while a few like Chotan practised the Morse code in Kartalsahib's telegraph school.

But we never thought of returning to this place, myself and Aboo.

Tilu had snatched all my love for the town, bit by bit. I never knew, perhaps at heart I had started despising the smoke, dust, train whistle and noise of engine shunting.

It seemed as if I was confined in a dark pit, and I wanted to escape to the world of light.

Myself, Ajay, Minudi- his elder sister, Inu- his younger sister and his brother-in-law, we talked for a long time. Dusk was setting in then.

Playing ludo's the only way to spend your time here, said his brother-in-law, you have nothing else here.

Why, there's the firing-range and a prison, I said. We have already seen them, he replied.

Ajay suggested laughingly, Then there is *Tungribaba*. Parimal and their family would go there.

Even Chotan's, I said.

Brilliant, Inu said, We'll go there together.

Not now, Ajay said. They'll be going there after a few weeks.

Inu coaxed and cajoled her brother-in-law. - Oh, *Jamaibabu*, you have to come along with us. We'll have a lot of fun.

Jamaibabu was quiet surprised. What's this *Tungribaba* stuff all about? He asked, whose *baba* (father) is he?

This angered Minu-di. - You shouldn't make fun of the gods.

It's a fantastic picnic spot, Ajay explained hastily, though none of us have been there yet.

Then he looked at me and asked, You too would be going there, won't you, Sukumar?

I didn't reply.

I couldn't tell him that my father never liked such things.

Dusk had set in when I returned from Ajay's place. Though I wanted to visit Tilu, I couldn't do so in fear of Mrs. Morgan. I came home straightaway.

A fortnight has whisked off since Tilu has been hospitalized. I visit her almost daily. Sometimes all alone, or with Aboo.

But I never knew she would be back home so soon.

Hargobin the gardener informed me of her return from the hospital. Perhaps she is O.K. now, he said.

But I had doubts. Dr Crossby hadn't passed any verdict even the day before yesterday. That's what Hembabu told us.

Or did he say that the disease was nothing very critical! And that's why Tilu has been released? Would she undergo treatment at home itself?

I felt like rushing to their house immediately. But it was too early. Perhaps Hembabu was still asleep. And Tilu was a late riser always. Probably due to her feeble health and fatigue.

When did they come? I inquired of Hargobin.

I amn't sure, he said. The lights were on, and I saw *Duttasahib* taking *Missdidi* inside.

I went and told my mother, You know ma, Tilu's been back yesterday.

Mom was pleased. Really? Did you see her? she asked.

No. I said. But Hrgobin has seen them last night.

- Thank God, she's back home. This hospital makes me so nervous. Mom said, folding her palms and touching the forehead, as if in reverence and thankfulness. And then she said to herself, I feel so sorry for the poor girl!

Heartfelt compassion marked her tone. As if she really felt for Tilu.

But I thought that Mom lacked any affection for Tilu when she warned me. It seemed as if Tilu was an untouchable to Mom for her suspected T.B. Their entire house, as a matter of fact, was a prohibited place.

Her compassion made me daring. I'll visit her once in the evening, I said.

Even I'll be going there, mother said. What the doctors said, whether it's T.B., or something else, whether she's fully

cured or not, would they take her elsewhere or something...

It was obvious that mom wasn't entirely relieved of her fear yet

Dad used to take his morning tea on the verandah. The verandah was wide enough, you could as well place a ping-pong table there.

Having informed mom I went to the garden to see Hargobin working. My purpose wasn't that, though. If Aboo or Tilu saw me from their bungalow, if they would call me.

I wanted to rush there. But it wasn't the right hour.

Perhaps my attention drifted elsewhere, perhaps I was lost in disorganised thought for some time when I saw Hembabu. He was coming this way.

Advancing a few steps, I heard him say, Is your father up already?

Please come in, I said.

I told Hargobin to arrange the chairs on the verandah and rushed inside to inform dad.

Hembabu's appearance seemed quiet unusual. It seemed as if his firm and erect form had changed drastically overnight. He used to stand straight and walk straight. But now he was bent, and walked slowly. As if his feet could no longer bear the weight of his body. That he had spent a sleepless night was quiet obvious.

Dad's coming, I told him.

He isn't very busy, I presume, Hembabu said.

Dad came out just then. We heard that you're back, he said.

Hembabu replied in a choked voice, Yes, we're back.

He was panting for breath, as if walking this distance has been too much for him.

I've never seen Hembabu in such a sorry form.

Gazing blankly, Hembabu sat still for sometime. Then he said, Yes, I'm back, with a sad news. How shall I live Mr Roy! How shall I! He broke down completely.

He lifted his face only after some time. His eyes were heavy with tears.

My feet were glued to the ground there, though father had always taught us manners, myself and Siuli. That we were not supposed to hang about when his colleagues or friends came.

Suppressed inquisitiveness took the better of me.

This Hembabu with a choked voice and tearful eyes seemed entirely new to me.

Tilu has been suffering for quiet some time now, she was undergoing varied treatments, but I have always found Hembabu to be confident. He was determined to cure Tilu. He had taken pains to get himself transferred here only because of Tilu. I'll take a transfer to Calcutta, if necessary, he used to say.

Hembabu said all of a sudden, I needn't live any more Mr. Ray. What shall I live with?

Dad looked pretty confused. Why? what's the matter? He asked.

A dismal smile crossed Hembabu's face, Dr. Crossby's delivered his verdict, he replied.

- He has told me to be steady. As if being steady is a voluntary affair.

My heart was beating fast then. What terrible disease was it? Tuberculosis? Or was it something more critical? Cancer? I waited with baited breath.

Hembabu continued in a choked tone, This is too much for me, Mr Roy. I didn't have a wink of sleep last night, and I've rushed in here so early. Oh, I can't look at darling Tilu.

Neither can I look at my wife or Aboo.

It seemed as if Hembabu was having breathing trouble. His eyes were overbrimmed with tears.

Sivlal brought tea for them.

Hembabu was a lost man. He didn't have a sip. Nor could we remind him about his tea.

He threw his head behind the backrest of the armchair as if he was in immense pain.

Dr Crossby's a very renowned specialist, he said slowly, the London Board has deputed him for only six months.

Somebody was telling me the other day, being able to receive his treatment itself is a matter of good luck

Hembabu smiled dismally.- There are so many people around. Why am I so ill-fated, can you tell me Mr. Roy! What have I done? Did I commit some sin?

Dad tried to console him. Why do you talk of sins and virtues. But tell me what's the matter? What's the actual disease?

Hembabu smiled. But intense grief marked his smile.- I've even forgotten it, you see. What's the name, I have't heard it before. It's written there in the prescription. But how does the name matter?

He kept quiet for some time.

-Just think of my state of mind. Suppose an astrologer's telling me, this child of yours won't live more than eighteen years. And don't let her guess it, she should be jolly and gay. And as for yourself, be steady.

The same question shot simultaneously from both our lips, She won't live?

Tears were streaming down his eyes then. That's why I've come here, he said, I've got to tell somebody about it. Whom do I confide in?

Wildly perplexed, dad asked, But what's the disease?

It seemed that Hembabu didn't comprehend. Though his eyes were wide open, his vision was blank.

Very few people in the world have had suffered from this disease, he said after some time, What's the name. One doesn't live to be fourteen. There was only a single instance when the patient died at eighteen years of age.

Disbelief marked dad's tone, Is there really such a disease? he said, Perhaps Dr Crossby's wrong, there's nothing to despair.

It seemed as if a silver lining enlivened Hembabu.

—Oh, let it be so.

In front of my very eyes her nerves would cease to work, the tissues would wither away, and I have to count the days, Hembabu said after a brief pause, It's unbearable, Mr Roy. You'll thank heavens with the passage of each day. And at the same time you can't help feeling that the periphery of eighteen years is a day near.

Don't loose heart, Mr Dutta, Dad said, It's not time yet. Dr Crossby's wrong, perhaps. And hasn't he told you that though the patients don't generally live to be fourteen, there was someone who lived till eighteen. And even if Tilu has the same ailment, I believe she doesn't, she can as well live till sixty years of age.

You shouldn't loose heart now.

Hembabu was silent for quite some time. It seemed as if he had seen a firefly in total darkness.

But then he said with certain suddenness, This time I've spent here, the poor girl's life is shorter by half an hour.

Even my feet were trembling. I somehow managed to draw a chair and sink into it. I seemed to have forgotten all the decorum dad had taught me.

Then I looked at Hembabu's cup of tea. It was lying there. He hadn't had a sip.

I've been making calculations throughout last night, Hembabu said slowly, how far is her eighteen years? How far? Do you know how many days it is, Mr Roy. Only four hundred and eighty-two days. That's the ultimate periphery. But I have to look at my poor darling's face, I have to keep her in good humour. Otherwise the end would draw closer.

Rising, he said, How shall I live, I was asking myself. That would be my sole source of sustenance. I have to keep her in good humour. At least for four hundred and eighty-two days. And that includes this very day too.

Advancing a few steps, he took dad's hand. Both of us have risen by now.

Please, Mr Roy, let nobody know about it. And Sukumar, please take care. I have't noticed you so long. I shudder to think what'll happen if Tilu comes to know... Hembabu said.

Oh No, Uncle, none shall know, I convinced him

I could feel that my voice was choked. it sounded like a lamentation.,

Keeping such a secret to yourself, it is so painful, Hembabu said slowly.

He dragged his drooping body towards the doorway. I followed him.

Suddenly I had a surge of determination with me. Standing face to face, I said, I'll save Tilu. I will.

Though I felt somewhat uneasy, I entreated of him., Please Uncle, please, let's go Tungribaba once.

Hwmbabu lifted his eyes and stared at me.

I'll make arrangements, I know Bajpeyiji, I added, Don't worry uncle, Tilu would be alright once again:

Hembabu gazed widely at me. At my overbrimmed eyes. And then he nodded his approval.

He advanced in measured steps. He opened the gate himself, and closed it behind him.

By then I was an untelligble riddle to myself. As the last resort now, I wanted to grasp that Tungribaba whom I've never believed in, whom I've always ridiculed.

I remembered Chotan's words.— Tungribaba's a miracle. Your desires are always fulfilled, your prayers answered to.

Now I knew, though I've been ever unable to articulate it, at heart I had wanted Tilu. Yes, I wanted her love.

But I won't ask for it now anymore when I'll go to Tungribaba. I didn't want anything for myself now. Now I'll ask only for a spell of life, for Tilu. For Tilu, for Hembabu— that ruined man, for aunty, for Aboo. Nothing but a spell of life for Tilu. Let her live. Let her go far away, whenever they want to send her, only let her live without pain.

I came back. I was a changed person now, no fears, no misgivings. I wasn't afraid of my father anymore. And it was my father who had inculcated scepticism within me. With the tools of logic and reason.

Miracles do not happn, he used to say, as a matter of fact, they cannot. It's all due to faulty perception, or it is nature. It's like the fire of a volcanic crater, it's actually nothing but gaseous matter.

When it happens only once it is called miracle, if it happens again and again, it's called nature, he said.

I didn't care for scepticism any longer. And I wanted to have firm faith in Tungribaba, Tungribaba's a miracle, he would heal Tilu.

Even they, the Europeans, went to the cross when Dr Crossby could no longer comfort them.

I was suddenly angry on my father, or was I angry thinking of the fact that my suggesting Tungribaba could have made dad furious.

Even my father was silent. It seemed that he too was dumbfounded. As if it was painful also for him.

I went near him. Fumbling for a moment, I muttered, Probably Hembabu would be going to Tungribba. That it was my suggestion, I couldn't tell him.

And my sceptic father said with a sigh, you have to go to somebody. There must be a ray of hope somewhere. Even I offered him false consolations. It's optimism that makes man tick.

I was surprised. Dad wasn't angry!

And I couldn't help telling him, though my anger wasn't there any more, I told Hembabu to go there. Tungribaba's a miracale, they say.

Father wasn't a bit annoyed. You've done the right thing, he said softly, at least he can count four hundred and eightytwo days hoping for the best. And that's no mean an achievement.

He added after a brief pause, All miracles are being exposed one by one. When the stock is exhausted, man will discover some new miracle. You have to have something to fall back upon.

No, dad hadn't started believing in Tungribaba. He was merely acknowledging that it was something necessary. I didn't

like his words.

I wanted to have complete faith. Like the others. Like Chotan and his mother. Like Parimal and his father.

I wanted Tungribaba to be true.

Minu-di, Ajay and his brother-in-law have conceived it as a picnic-spot. A place for weekend fun. Even I thought that way. But now I realise the void which could have made them rush there too. Not for the purpose of picnic, but with faith in heart.

Exactly in the way I wanted to believe in now.

*

You wouldn't recognize Bajpeyi-ji at first sight now, he was a transformed man. Sporting a saffron turban, he wore a saffron robe and a *lungi* of the same colour. A prominent vermilion mark on his forehead, a serpentine walking-stick in hand.

He was guiding us like a *Charidar Panda*. But where was he guiding us to? What destination lay at the end of this way? Nobody really wants to reach anywhere, you see. None have destination. All the wayfarers were on the move only to return. To return with some hope in heart. That's what dad had told me.

I was sick of his views. I felt that something miraculous would happen. Some *deus ex machina* would ensure our deliverance.

Expectancy marked all their faces; something will happen, they believed. Only you have to reach there. If you can somehow manage to reach there...

It was quite a group. That's why he made us wait for three weeks. There were a number of people now. And nobody was afraid to traverse the narrow meandering tract through the forest. There were a few villagers in our group, also some labourers. Nobody knew what prayer they nurtured in their hearts.

Hembabu and his entire family were there. Aboo, Aboo's mother, Tilu - and myself.

They were to visit a spot famous for scenic beauty, they thought. A place fit for a short outing.

Hembabu said smilingly, you often travel far and away, but such a hill in immediate vicinity...

I knew what lay behind his smile.

It is true, Sukumar? Aboo asked, That a huge block of stone is balancing itself on one foot there. and you can't move it an inch?

Stone. A block of stone. I didn't like these words a bit. I didn't want to call Tungribaba a stone now.

Overhearing our conversation, Bajpeyi-ji said to Aboo, Never call him a stone, he is a living deity.

Aboo spoke no further.

Why don't you let me walk, said Tilu, At least for some time.

Hembabu had arranged for a *doolie* for carrying Tilu. Two able bodied men were to carry her in the *doolie*, which was some sort of an improvised palanquin, made specially for this purpose.

Hembabu's party was numerically strong. He was accompanied by his bearer, cook and gardener. Other tit-bits, light snacks, and tea in a huge flask. Hembabu's composure was fit for a picnic. As if it had nothing to do with Tilu's sickness. It was just a day of fun. Or else aunty will have doubts, even Tilu.

He hadn't even told aunty anything about it, what's the use of subjecting her to such a torment.

We had assembled in the Ramlila maidan by the cemetery early this morning. And a flash of memory struck me with certain suddenness when we went past the cemetery. Sitting on the compound wall and gazing at the white tomb stone one day, the white marble grave suddenly gave way to Tilu's face, Tilu- pale and white, in her white hospital robe. Her face was like her white bed sheet, it had occurred to me.

I tried to shove the memory into oblivion.

Having walked for some time, we arrived at a forest path. The path was narrow. Year after year, or down the ages, according to Bajpeyiji, hundreds of faithfals have fared on this, and that's why the path has been carved out.

A village girl and her man were trodding along, merry they were, swinging sideways.

Somebody asked her in jest, where're you going, that you're so happy?

Where else can a girl go to, but her father's place, she replied, laughingly. She has only one place to live in, in-law's house, the girl added, and she goes to her father. And Tungribaba's a father, after all.

All of us laughed heartily.

I felt relieved of all mental torments for the time being. As if Tungribaba's the ultimate goal, the panacea. Even Hembabu's relaxed mood suggested that he wasn't worried any more.

He was convinced that Tungribaba's a miracle.

Tilu needn't go, aunty had said, she's so weak.

Hembabu didn't pay her any heed. We're making the trip for her sake, he said. She'll have a change from her dreary pattern, always worried as she is from her ailments

Seeing Chotan ahead of us, I quickened my pace, Chotan, his parents and Bani-di.

—How come you're here? Chotan was surprised.

I felt uneasy. Yeah, it's me, I'm accompanying Aboo and his family, I said.

And then I overheard Chotan's mom whispering to Bani-di, Pray to Tungribaba. He can yield to all your prayers. Only you have to reach there once.

What profound conviction!

I remembered the earlier words of Chotan's mother, The girl's so unlucky, she doesn't have a child...

I looked at Bani-di. Nothing but Tungribaba occupied her mind today, I could guess

Slowing down, I waited for Tilu. Perhaps she wasn't feeling well, she was learning on her father.

Why don't you get up on the *doolie*, I asked her.

Tilu said with a miserable smile, I don't want to go like that, as if suspended from a balance.

Aboo laughed. A balance! Yea, *doolie* looks like a scale-pan indeed, suspended from a bamboo.

O.K. O.K. You can walk, said Hembabu, as long as you can.

Parimal, Ajay and their family members were walking behind us.

Tarakbabu saw me. Oh Sukumar, you too are here, he told me.

I nodded.

My transfer-order can be revoked, what do you think? Anything can happen with Tungribaba's grace, they say so. And as for my daughters..

Three of us walked together. Myself, Aboo and Parimal. Let's go ahead, Aboo, I said after some time.

Tilu isn't well, they might need us.

Actually I didn't want to stay away from Tilu.

Even walking beside her was some solace..

Looking at Tilu, I could never apprehend that her days were numbered.

But now I had a surge of vigour within me. There would be someday. Only if we could reach Tungribaba once.

Tilu had climbed on the *doolie* when we met them again.

She was giggling. It's so funny, Sukumarda, she said, As if I'm on my way to heaven, rocking in a cradle.

'On my way to heaven'- my heart missed a beat as I heard her words. Even Hembabu looked the other way.

Tilu was all smiles then, Do you want to share, come on, there's room here.

There's room here. As if Tilu had some room for me in her heart.

Hot sun at midday. We were sweating profusely.

And most of us were exhausted.

The villagers in our group sounded a loud ovation as we fell upon a rocky stretch after crossing the forest.

There were a few trees scattered here and there as the forest land ended.

Bajpeyi-ji had taken off his turban due to the intense heat, he put it on once again.

Saffron turban, saffron robe, a stick in hand.

He was a changed man. And you could believe him now.

But he seemed to be a charlatan in his white coat and loose full-pants the other day. It was his business to cheat people, I had felt.

None wanted to rest now. They wanted to reach their destination, fast.

Everyone gazed at the hillock, including myself.

It wasn't very high. Almost a rock it was. And there wasn't much vegetation cover.

We were looking at it.

Fantastic, Hembabu said, It's a charming sight, this Tungribaba amidst the open.

Parimal's father was near us. It resembles a *Sivalinga*, he said.

And it really did, I felt.

Seeing Ajay and his family, I went ahead to meet them. His brother-in-law said, Does Tungribaba really have miraculous powers? They say so.

He was grinning.

I wanted to be convinced. Yes, he can, I replied.

I knew Ajay's brother-in-law wasn't a believer. The trip was a picnic for him. Climbing this rock with so many people was mere fun. He didn't protest only because he didn't want to hurt the faith of others.

He only said, Miracles do happen in human life.

And I remembered what dad used to say. Perhaps he came through it somewhere. When it happens only once it is called miracle, when it happens again and again, it's called nature.

Having traversed the open stretch, we were climbing uphill now. Bajpeyi-ji was guiding us.

There weren't any stairs or a path worth the name. Large blocks of granite lay scattered all around.

Looking from below, you would feel that it was impossible to climb up. But everyone was able to manage the ascent, following Bajpeyi-ji in his zigzag way, stepping from one stone to the other. Even the two carriers of Tilu's *doolie*.

Minu-di, Inu and the brother-in-law were engaged in conversation all the time. They spoke loudly.

Inu's here to get herself a good match, joked her brother-in-law, pray for a match like me.

Inu fretted in anger and Ajay's father shouted from behind, Be careful Inu, or you'll fall.
 We had been climbing for quite some time when Tilu said, I want to walk now, I can. Let me walk.
 Are you sure you can? Hembabu asked her.
 The *dooliewallahs* had come to a stop. Tilu alighted slowly
 Do you think you can climb now? Aunty enquired.
 I've had enough of this *doolie*, said Tilu, no more.
 And if I really can't, your good boy is here to carry me on his shoulders. Then she started laughing
 Aunty had said one day, Sukumar's a very good boy.
 And that had initiated this leg-pulling.
 Bani-di seemed to be in a hurry. She was climbing rapidly, as if time was running out for her.
 And just then Bajpeyi-ji, who was ahead of us all, looked downwards from the hilltop and screamed, raising his walking-stick, Behold Tungribaba, all of you.
 Each of us froze to a standstill. Bajpeyi-ji told us to open our shoes.
 We could see it after climbing a little more.
 A huge block of stone, broken and uneven. Its lower portion was red with vermillion-powder. A triangular ensign fluttered from the tip of a bamboo-pole. The ensign was a torn one.
 There was a puddle in front. It was full. A lake, Bajpeyi-ji had said. Perhaps it was one. It had pierced out of the rock. Or the rainwater has accumulated there. This was the *Kapalikunda*.
 A few porters came along with Bajpeyi-ji. They were carrying something in sacks and baskets.
 Bajpeyi-ji instructed one man, and he set up a shop at one side. Merigolds, *tulsipata* or besil leaves, *nakuldana* and *bata-sa*, both sweetdrops to be offered to the deity. And also vermillion-powder.
 One by one, all the people washed themselves in the *kunda*, bought flowers, batasa and vermillion, and went near the mass of stone. They smeared vermillion on it and offered their prayers.
 Bajpeyi-ji was chanting hymns.
 That's it, we were contented. No more worries.
 I saw Hembabu pouring the *kunda* water on himself with a mug.
 -What're you doing! said Aboo.
 They didn't know what a torment he was passing through. And what a grave fact he had been keeping to himself.
 Hembabu never appeared to be a devout person. He was almost a *sahib*. But he couldn't afford a flaw now. Because, a number of days had already elapsed from his four hundred and eighty-two.
 He prostrated in reverence. The country folk also did the same.
 Aunty too poured a few mugs on her head. The water was holy, like that of the Ganges.
 She sprinkled a few drops on Tilu.
 Hold my hand, I told Tilu, And try to get up.
 Tilu gave me her hand, smilingly.
 The rocky ground was too hot to stand upon in bare foot. But we didn't put on our shoes. Dazed, we stood looking at the vermillion-red stone which was Tungribaba.
 Hembabu was there, myself, and the others. Parimal and his family stood a step below. And Bani-di. Tarakbabu and Chotan were there on the otherside. There were many others. also the countryfolk.
 We gazed with wide-open eyes.
 We gazed at an earthly wonder. At a supernatural. As if a miracle would happen just now. Or has something miraculous happened already, invisibly though.
 Everyone was contented. They were all smiles. A tempest of pleasure, of satisfaction was rocking every heart.
 Tilu would be cured, she would be cured, someone whispered within me.
 Everyone was looking, they would be looking.
 They would wait for the mirale.
 Looking at Tilu didn't make me uneasy any more. There were no worries, no tormenting thoughts.
 Hembabu smiled as he talked to Tilu. Tilu was leaning on her father. I haven't seen Hembabu smiling this way for quiet a long time now.
 Perhaps he won't count the days anymore. He would just wait, wait for a miracle.
 And those country people.
 Hundreds of people have come here earlier.
 Like them, we too would be looking upto Tungribaba.
 Our days would be spent in anticipation.
 Bajpeyi-ji's loud voice was heard, Please hurry up, no more time left, the Sun is about to set.
 Hurriedly, he started leaping downwards. No more time was left.
 Such a long journey lay ahead of us. Unknown dangers haunted the forest. We had to reach before it was dark.
 The sun was going down in the west.
 The shadows were elongating. Time was running out.
 What else did his words connote.- The sun is about to set.
 No more time left. You have to hurry.
 Man would be going back to his old domestic chores.
 As long as man is helpless, he would look up, he would wait. He would believe in miracles

We were hurrying on our way back. And Bajpeyi-ji constantly reminded us, Quicker please,quicker.
 We have to cross the forest land before dusk sets in.
 All of us had assembled after crossing the open stretch. Now Bajpeyi-ji will guide us through the jungle. He was counting heads, to ensure that nobody was missing. He instructed eveyone to verify that all the members of his family were there. Some of us wanted to take rest. It was so hot, and you had to walk all the way. They were exhausted. But that couldn't be allowed.
 Pain is indispensable for piety, Bajpeyi-ji was telling someone, *Kast Ki dusra naam hei poon'*.
 And then I overheard aunty asking Hembabu, Tell me why you've come here.
 Aboo and Tilu were at some distance. And she took this chance to make the enquiry.
 Just like that, Hembabu wanted to evade, no specific reasons.
 Aunty said after a brief pause, No, you're suppressing something, tell me about it. What have the doctors told you?
 Unbearable, unbearable it was.
 I couldn't keep on standing there any longer. I came to where Aboo and Tilu was.
 Tilu was unable to walk any more. She didn't want to.
 No I will take the *doolie*, she said in her smile, I have walked that much, how could I...
 She said after some time, I'll die if I have to walk anymore. Then she laughed, But I don't want a bit to die. And her words flashed in my memory, I want to live for a long, long time...
 Aboo laughed. But the recollection stopped me from-joining in the laughter.
 Bajpeyi-ji said something, but I missed it.
 All the people were on their feet now. The homeward journey was about to begin.
 And they were having a final glimpse of Tungribaba. They were staring at him.
 I too looked that way. Breathless with apprehension, my heart was numb with some unintelligible pain.
 Closing my eyes, I said to myself, please Tungribaba, become a miracle for once, cause a miracle, please.

TRANSLATED BY
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হরানের নাভজামাই

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সলিল চৌধুরী সুরারোপিত

“হরানের নাভজামাই”

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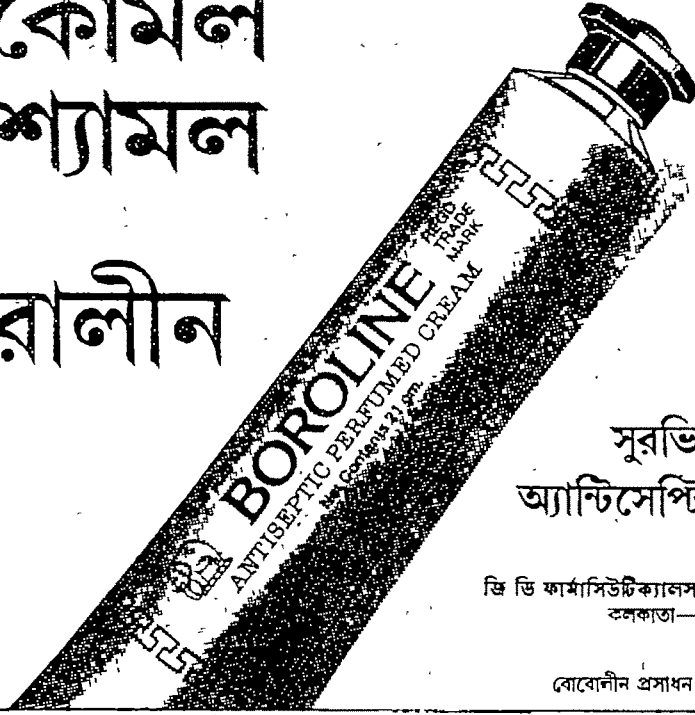
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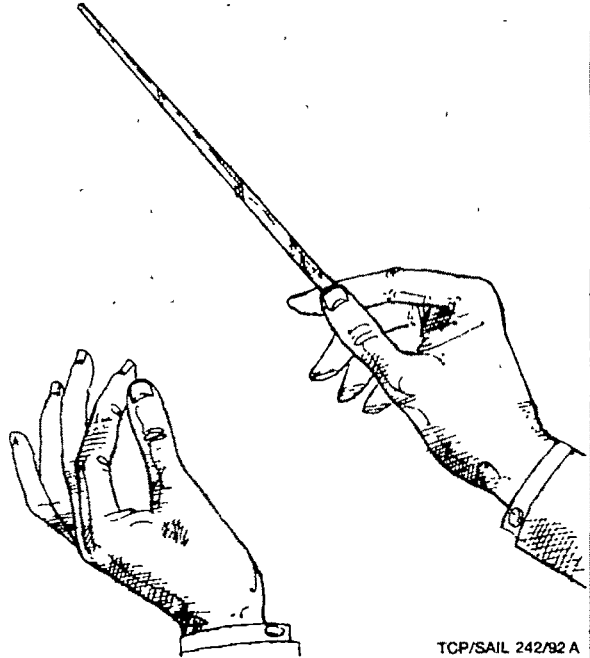
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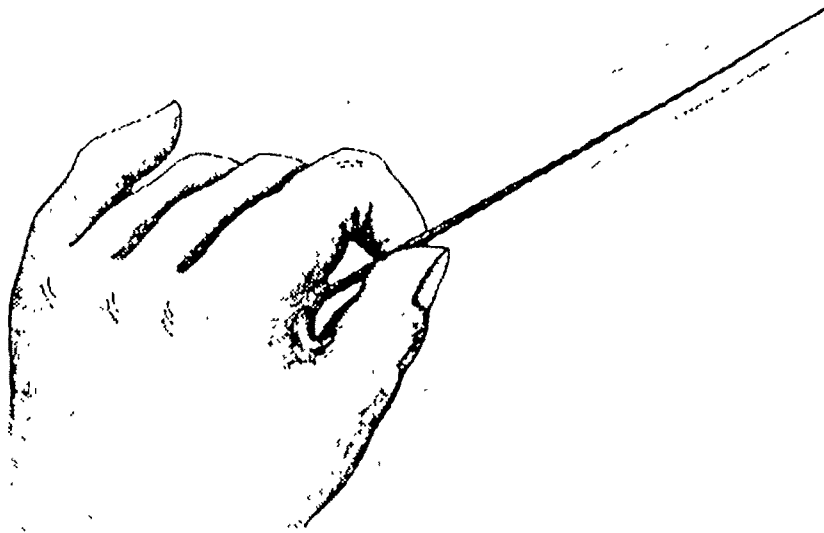
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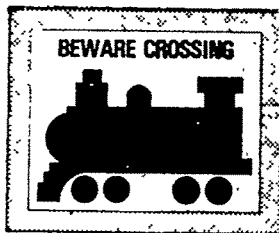
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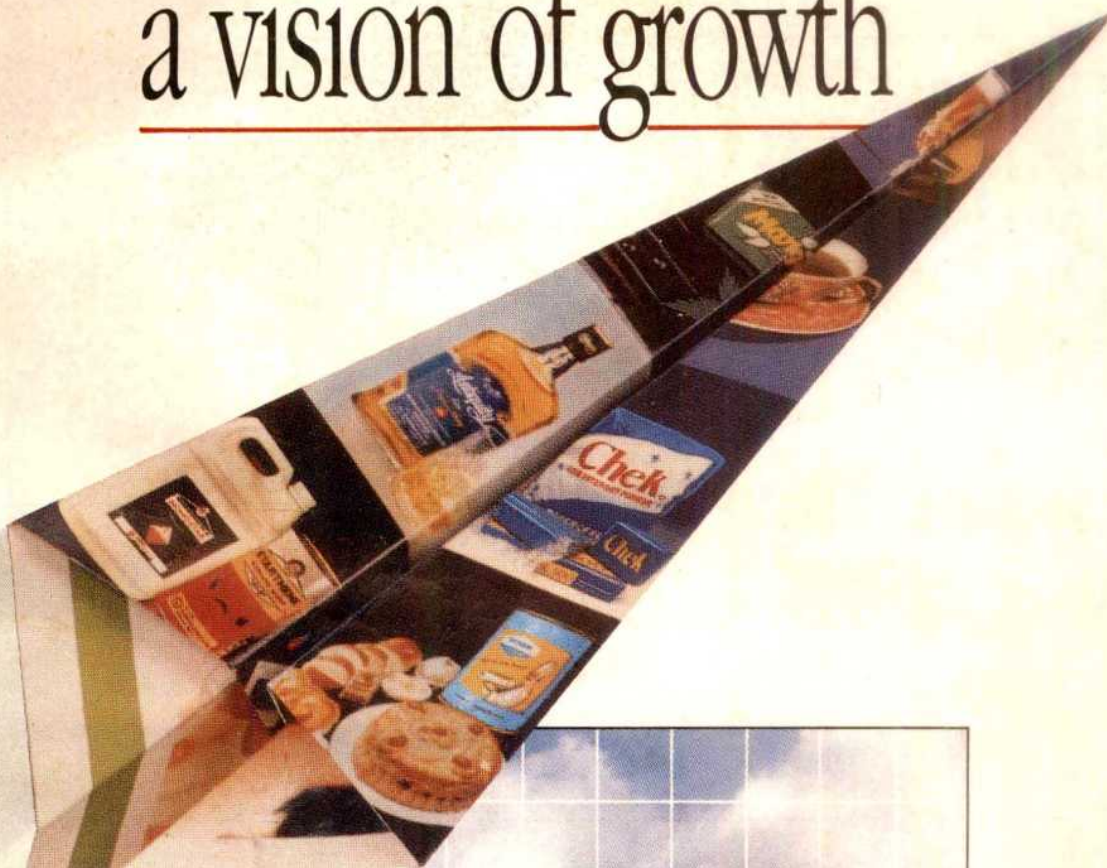
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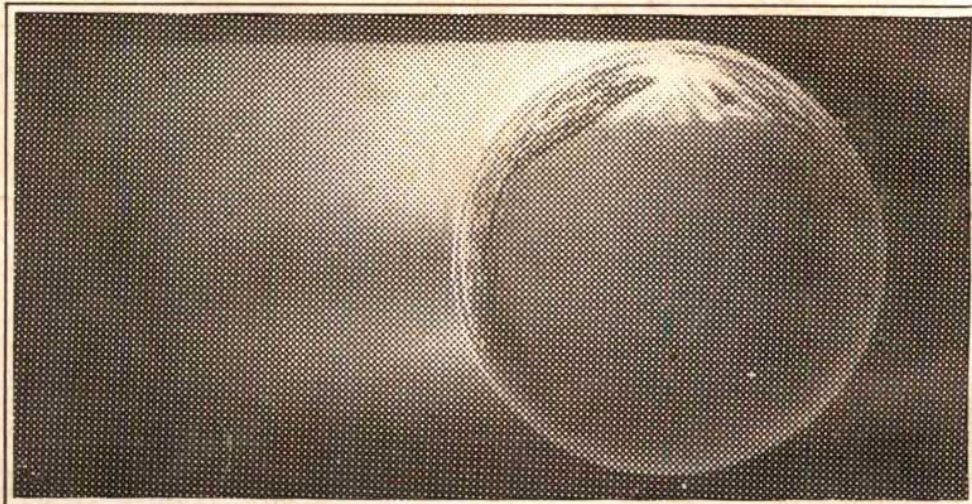
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